

## U.S. Department of Justice

Washington, DC 20530

**Exhibit A to Registration Statement****Pursuant to the Foreign Agents Registration Act of 1938, as amended**

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at <https://www.fara.gov>.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: <https://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <https://www.fara.gov>.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .22 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration Number
Finn Partners, Inc.	6212

## 3. Primary Address of Registrant

301 E. 57th St.  
New York, NY 10022

4. Name of Foreign Principal	5. Address of Foreign Principal
The Royal Hashemite Court	The Royal Hashemite Court XW6V+VH4, Amman, Jordan

## 6. Country/Region Represented

Jordan

## 7. Indicate whether the foreign principal is one of the following:

- ☒ Government of a foreign country<sup>1</sup>
- ☐ Foreign political party
- ☐ Foreign or domestic organization: If either, check one of the following:
- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> Partnership | <input type="checkbox"/> Committee                      |
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Voluntary group                |
| <input type="checkbox"/> Association | <input type="checkbox"/> Other ( <i>specify</i> ) _____ |
- ☐ Individual-State nationality \_\_\_\_\_

## 8. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant  
The Royal Hashemite Court
- b) Name and title of official with whom registrant engages  
Bissan Al Ramahi, Advisor

<sup>1</sup> "Government of a foreign country," as defined in Section 1(e) of the Act, includes any person or group of persons exercising sovereign de facto or de jure political jurisdiction over any country, other than the United States, or over any part of such country, and includes any subdivision of any such group and any group or agency to which such sovereign de facto or de jure authority or functions are directly or indirectly delegated. Such term shall include any faction or body of insurgents within a country assuming to exercise governmental authority whether such faction or body of insurgents has or has not been recognized by the United States.

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9. If the foreign principal is a foreign political party, state:

- a) Name and title of official with whom registrant engages
  
- b) Aim, mission or objective of foreign political party

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10. If the foreign principal is not a foreign government or a foreign political party:

- a) State the nature of the business or activity of this foreign principal.

b) Is this foreign principal:

- |   |  |
|---|--|
| Supervised by a foreign government, foreign political party, or other foreign principal         | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| Owned by a foreign government, foreign political party, or other foreign principal              | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| Directed by a foreign government, foreign political party, or other foreign principal           | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| Controlled by a foreign government, foreign political party, or other foreign principal         | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| Financed by a foreign government, foreign political party, or other foreign principal           | Yes <input type="checkbox"/> No <input type="checkbox"/> |
| Subsidized in part by a foreign government, foreign political party, or other foreign principal | Yes <input type="checkbox"/> No <input type="checkbox"/> |

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11. Explain fully all items answered "Yes" in Item 10(b).

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12. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

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**EXECUTION**

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date

Printed Name

Signature

10/28/2021

Martin Ettlemyer

Sign



Sign

Sign

Sign

U.S. Department of Justice

Washington, DC 20530

**Exhibit B to Registration Statement****Pursuant to the Foreign Agents Registration Act of 1938, as amended**

**INSTRUCTIONS.** A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at <https://www.fara.gov>.

**Privacy Act Statement.** The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: <https://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <https://www.fara.gov>.

**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average .32 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

**1. Name of Registrant**

Finn Partners, Inc.

**2. Registration Number**

6212

**3. Name of Foreign Principal**

The Royal Hashemite Court

Check Appropriate Box:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.
7. What is the date of the contract or agreement with the foreign principal? July 1, 2021
8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Finn Partners has been contracted to develop and implement a comprehensive communications plan for the Bethany Beyond the Jordan heritage center. The implementation of the plan includes brand and website development, content and material creation, strategic communications counsel and support to the project's advisory committee. In addition, it includes message research and development, as well as the production of visual assets, including photography and a video.

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9. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Finn Partners is responsible for the overall creation and implementation of the proposed communications plan. This involves weekly meetings with the client contacts, as well as additional advisors as needed. We work with contracted vendors for visual asset development, including an international photographer and a U.S. based video production team. Internally to Finn Partners, we conduct regular meetings and work on the development of assets for the Bethany Beyond the Jordan project.

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10. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act<sup>1</sup>.

Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

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11. Prior to the date of registration<sup>2</sup> for this foreign principal has the registrant engaged in any registrable activities, such as political activities, for this foreign principal?

Yes ☐ No ☒

If yes, describe in full detail all such activities. The response should include, among other things, the relations, interests, and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored, or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers, and subject matter. The response must also include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's activities, including political activities.

Set forth below in the required detail the registrant's political activities.

Date	Contact	Method	Purpose
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12. During the period beginning 60 days prior to the obligation to register<sup>3</sup> for this foreign principal, has the registrant received from the foreign principal, or from any other source, for or in the interests of the foreign principal, any contributions, income, money, or thing of value either as compensation, or for disbursement, or otherwise?

Yes ☐ No ☒

If yes, set forth below in the required detail an account of such monies or things of value.

Date Received	From Whom	Purpose	Amount/Thing of Value
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Total

13. During the period beginning 60 days prior to the obligation to register<sup>4</sup> for this foreign principal, has the registrant disbursed or expended monies in connection with activity on behalf of the foreign principal or transmitted monies to the foreign principal?

Yes ☐ No ☒

If yes, set forth below in the required detail and separately an account of such monies, including monies transmitted, if any.






Date	Recipient	Purpose	Amount
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<sup>1</sup> "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

<sup>2,3,4</sup> Pursuant to Section 2(a) of the Act, an agent must register within ten days of becoming an agent, and before acting as such.

**EXECUTION**

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
10/28/2021	Martin Ettlemyer	
		
		
		
		

**PHASE 1 & PHASE 2 & WEBSITE DEVELOPMENT  
BETHANY BEYOND THE JORDAN PROJECT  
SERVICE AGREEMENT**

*Between*

**THE ROYAL HASHEMITE COURT**

**&**

**FINN PARTNERS INC.**

**AUGUST 2021**



**PHASE 1 & PHASE 2 & WEBSITE DEVELOPMENT  
BETHANY BEYOND THE JORDAN PROJECT  
SERVICE AGREEMENT**

**THIS SERVICE AGREEMENT** (*hereinafter* referred to as the "**Agreement**"), effective 1<sup>st</sup> July 2021 (*hereinafter* referred to as the "**Effective Date**"), is entered into by and between:

**First Party:**     **The Royal Hashemite Court**, represented for the purpose of this Agreement by the Secretary General or whoever he may delegate in writing (*hereinafter* referred to as the "**RHC**" or "**First Party**").

AND;

**Second Party:**   **Finn Partners, Inc**, headquartered in the United States of America registered as a corporation of New York State under the tax ID number 13-3366334 represented for the purpose of this Agreement by Mr. Martin Ettlemeyer, phone number: 212.593.5805 email: martin.ettlemeyer@finnpartners.com, Address: 301 E. 57<sup>th</sup> St., New York, NY 10022 USA (*hereinafter* referred to as the "**Contractor**" or "**Second Party**").

(*Hereinafter* referred to individually as "**Party**" and collectively as "**Parties**")

**PREAMBLE**

**WHEREAS**, the First Party desires to sign an Agreement with the Second Party to provide media and communication services for Phase1 & Phase2 and the website development of Bethany Beyond The Jordan Project (*hereinafter*

referred to as the “**Project**”) as described in the offers submitted by the Second Party dated April 2021 (STRATEGIC COMMUNICATIONS WORK PLAN) annexed herein under Annex (1), and (Website Proposal for Bethany Beyond the Jordan, Baptism Site Development Zone Project) annexed herein under Annex (2) (*hereinafter* collectively Annex (1) and Annex (2) referred to as the “**Offer**”); and

**WHEREAS**, the Second Party desires to perform certain services as described in the Offer for the RHC (*hereinafter* referred to as the “**Services**”), on an independent contractor basis as set forth in this Agreement.

**NOW THEREFORE**, in consideration of the above, which are hereby incorporated into the below Agreement, and in consideration of the mutual promises made herein, the receipt and sufficiency of which are hereby acknowledged, the First Party/RHC and Second Party/Contractor further agree as follows:

**Article (1) PREAMBLE**

The Preamble, Annex (1), Annex (2), Annex (3) and any other future annexes shall form an integral part of this Agreement.

**Article (2) PARTIES OBLIGATIONS**

A. First Party’s obligations:

1. To pay the Fees according to the terms and conditions set forth in this Agreement;
2. To provide the Second Party with the information required to properly perform the Services and fulfil its obligations (if required); and

3. To designate one of its employees as a liaison officer to work and coordinate with the Second Party in regards to the implementation of the Agreement and obligations stated herein.

**B. Second Party's obligations:**

1. To furnish all tools, labour and supplies in such quantities and of the proper quality to professionally and timely perform the Services.
2. To fulfil its obligations in the Project as stated in the Offer;
3. To provide advice or technical and practical consultation to the First Party, within the scope of Services provided under this Agreement; and
4. To designate one of its employees as a liaison officer to work and coordinate with the First Party in regards to the implementation of the Agreement and obligations stated herein.

**Article (3) UNDERTAKINGS & ACKNOWLEDGMENTS**

**A. Second Party undertakes the following:**

1. To execute the obligations/Services referred to in this Agreement, Offer and any attached annexes with care, mastery and professionalism that matches the recognised standards in the relevant field of work, as indicated in the preamble and detailed in the Offer, and to the satisfaction of the RHC;
2. To refrain from assigning or transferring this Agreement or any of its rights or obligations stated therein, whether wholly or partially, to any third party without the prior written consent of the First Party;
3. To act according to what meets the interest of the First Party in all cases, and refrain from any action that may directly or indirectly affect or harm the First Party;



4. To take full legal and contractual responsibility of all actions and conducts of the Second Party's employees or subordinates, being the original perpetrator of the aforementioned; and
  5. To NOT knowingly employ or contract with an illegal alien to perform the Services under the Agreement; or enter into a contract with a sub-contractor that fails to certify to the Second Party that the sub-contractor shall NOT knowingly employ or contract with an illegal alien to perform the Services under the Agreement.
- B. The Second Party acknowledges that it has:
1. Made sure of the accuracy of the information which it has obtained on its own; and
  2. Obtained the necessary permits, licenses, and permissions to execute the Services indicated in this Agreement and in accordance with the legislation in force.

#### **Article (4) SERVICES FEES**

- A. For satisfactory performance of the Services herein, the RHC shall pay the Contractor for the performance of the Services detailed in this Agreement, a total fees of **(USD 324,100) Three Hundred Twenty Four Thousand and One Hundred USD only** (*hereinafter* referred to as the “**Fees**”), and RHC shall have no obligation to make any payments until such time as RHC accepts Contractor's performance as satisfactory. RHC shall review Contractor's performance on a timely basis at regular intervals and will report any irregularities or issues with deliverables within 30 days of receipt of such deliverables of Contractor performing the Services. In the absence of notification Contractor's performance shall be deemed accepted.

- B. All payments under this Agreement shall be to the trade or business name of the Contractor, and no payments will be personally made to an individual under this Agreement.
- C. Subject to clause (4/F) and terms of the Agreement, Fees are to be paid to the Second Party by the First Party in three instalments as follows:
- 1. First instalment:** 30% of the Fees, upon signing the Agreement by both Parties and the submission of a payment request reflecting such amount by the Second Party to the First Party.
  - 2. Second instalment:** 35% of the Fees, upon the completion of Phase 1 of the Project to the satisfaction of the RHC, and the submission of a payment request reflecting such amount by the Second Party to the First Party.
  - 3. Third instalment:** 35% of the Fees, upon the issuance of the Certificate of Completion referred to in clause (5/B).
- D. The Contractor will submit its invoices/payment requests to the RHC, whereas such invoices/payment requests shall describe the Services performed and expenses incurred pursuant to this Agreement, to the extent applicable.
- E. Subject to the acceptance of works as referred to in clause (4/A), invoices will be reviewed by the RHC, and will be paid by no less than 30 days from receipt day of the invoice/payment request, and invoices shall provide a detail of the Contractor's performance of Services sufficient to the

RHC's requirements. Moreover, upon request, Contractor shall provide documentation of its expenses.

F. It is agreed between Parties herein that there would be a retention of payment equal to ten percent (10%) of each payment/instalment ("**Retention**") towards proper performance of the Services and to the satisfactory performance as the RHC might accept, provided that this Retention is recovered by the Second Party upon the expiry of the Agreement and issuance of the Certificate of Completion issued by the First Party indicating completion of all the Services. In all cases, the RHC is entitled to immediately deduct this Retention in the event that the Contractor breaches any of its contractual obligations without prejudice to any other rights or damages that the RHC is entitled to as a result of such breach.

G. In the event of termination, payments will be made to the Contractor for all work performed up to the date of termination, in compliance with the terms and conditions of this Agreement, and as per the value of the Services as agreed between the Parties under the Project Fees Breakdown annexed herein under Annex (3) (*hereinafter* referred to as the "**Project Fees Breakdown**"). However, the Contractor is not entitled to claim for any loss of profit, revenue, opportunity or any indirect or consequential loss or damage upon termination of this Agreement.

#### **Article (5) AGREEMENT TERM**

A. The term of the Agreement (*hereinafter* referred to as the "**Agreement Term**") shall commence as of the Effective Date, regardless of the date



when the Agreement is actually signed by the Parties, and it will be in two phases, as follows:

1. PHASE ONE: carry out and perform the Services as described in Annex (1) under “*Establish the Framework*”, and the Services as described under Annex (2) within the period between July – September 2021 (*hereinafter* referred to as the “**Phase 1**”); and
2. PHASE TWO: carry out and perform the Services as described in Annex (1) under “*Share the Vision*” within the period between October – December 2021 (*hereinafter* referred to as the “**Phase 2**”).

B. The Second Party’s obligations stated herein shall NOT considered to be completed unless the First Party issues a letter confirming the satisfactory performance of the Services and their conformity with specifications mentioned in the Offer (*hereinafter* referred to as the “**Certificate of Completion**”). In all cases, the Certificate of Completion shall NOT be issued before the delivery of all the deliverables of the Project phases as descried in the Offer and they are in conformity with the specifications mentioned in the Offer and to the satisfaction of the RHC. Otherwise, the Certificate of Completion shall be considered void and shall have no effect.

#### **Article (6): CONFIDENTIALITY**

A. For the purpose of the implementation of this Agreement and to enable the Second Party to fulfil its contractual obligations stated therein, the Second Party may become aware of information that the First Party

considers to be confidential in nature, which includes but not limited to, strategies, technical know-how, plans, performance indicators, programmes, graphics, pictures, documents, information of special nature, studies, reports, tables, statistics, agreements, financial information, technical information, work procedures, any electronic programmes or applications and/or any other information in any form, whether written, oral, visual, or transmitted by electronic means by the First Party (*hereinafter* referred to as “**Confidential Information**”).

- B. The Second Party shall NOT disclose any information about this Agreement, its contents, and parties including the name of the First Party, unless it obtains a prior written consent of the First Party.
- C. The Second Party undertakes NOT to use Confidential Information for any purpose other than to perform its obligations under this Agreement.
- D. The Second Party undertakes NOT to inform any of its employees or sub-contractors of the information it becomes aware of due to this Agreement or as a reason of its existence, except for those whose work requires so, provided that the aforementioned maintain the secrecy of such information.
- E. All Confidential Information accessed by the Second Party or by its employees or sub-contractors due to this Agreement or as a reason of its existence, whether prior or after signing the Agreement, is considered highly confidential and may NOT be disclosed, copied, published or shared with others, by any means whatsoever whether verbally or in writing.
- F. The Second Party acknowledges that any unauthorized disclosure of Confidential Information from its side will cause irreparable harm to the First Party.

- G. The Second Party shall be legally responsible, whether criminally or civilly, for any disclosure made through its employees or sub-contractors and shall further take effective technical, administrative and legal measures to protect the Confidential Information from being further disclosed.
- H. In the event of the Second Party's breach of any of the provisions of this Article, the First Party has the right to immediately terminate the Agreement and take all legal actions, whether civil or criminal, as per the relevant laws.
- I. Upon the expiry or termination of the Agreement or the request of the First Party, the Second Party must hand out and destroy all papers, documents and information, including but not limited to any copy or summary thereof and any other material in its possession or at its disposal, whether tangible or electronic, especially those that may contain Confidential Information or derived from.
- J. The First Party has the full right to supervise the commitment of the Second Party to the content of this Article even upon the expiry of the Agreement or its termination for any reason whatsoever and for an indefinite period. In the event that the Second Party breaches any of these obligations, at any time whatsoever, the First Party has the full right to seek civil and criminal measures against the Second Party.
- K. At the First Party's request, the Second Party will provide written certification of its compliance with this section.
- L. Notwithstanding anything in this Agreement or implied by law to the contrary, this Article shall survive the termination or expiration of the Agreement.

**Article (7) INTELLECTUAL PROPERTY & WORK PRODUCT**

- A. All moral and intellectual property rights related to this Agreement and all copyrights, patents, trademarks, designs, literature, computer programs, applications, or work products resulting from this Agreement are exclusively owned by the First Party. Notwithstanding the above, the First Party acknowledges that the Second Party retains ownership of all works of authorship created by or for the Second Party prior to or separate from the performance of Services under this Agreement, including, but not limited to, the Second Party's proprietary information/services, templates, training materials, programming, code, media lists and third party relationships held by the Second Party.
- B. The First Party also owns all translations, coordination, calcification, wording or any other right resulting thereof, whether produced individually or in cooperation with the First Party or any third party.
- C. Any data, reports, drawings documents or other things or information provided by the RHC to the Contractor during the performance of the Services under this Agreement and any reports, drawings or other writings required under the Services of this Agreement shall be and remain the sole property of the RHC at all times.
- D. In all events the Second Party, or any of its successors, are NOT entitled to claim any fees, money, compensation, or special licenses for any of the aforementioned rights, nor shall dispute the First Party for its ownership in any case whatsoever.
- E. Notwithstanding anything in this Agreement or implied by law to the contrary, this Article shall survive the termination or expiration of the Agreement.

**Article (8) NON-EXCLUSIVITY**

- A. This Agreement is non-exclusive as the First Party may engage with any other party to perform similar obligations stated herein.
- B. This Agreement does NOT grant the Second Party an exclusive privilege or right to supply services to the First Party. Moreover, the First Party makes NO representations or warranties as to a minimum or maximum procurement of Services hereunder.

**Article (9) INDEMNIFICATION & LIMITATIONS OF CONTRACTUAL AND LEGAL LIABILITIES**

- A. The Second Party bears full legal responsibility for any damages incurred by the First Party, or any harm that affects the latter's properties, employees, reputation or position as a result of a mistake and/or gross negligence of the Second Party's employees, or subordinates, and the amount of such damage will be agreed upon between the Parties.
- B. The First Party is exempted from any legal or contractual liability of any damages incurred by the Second Party or any of its employees due to this Agreement, except for the First Party's indemnification obligations as noted below. The Second Party shall be solely liable for damages against any third/harmed party.
- C. The First Party agrees to indemnify, defend and hold harmless the Second Party and the Second Party's subsidiary and affiliated companies, and its and their employees, officers, directors, shareholders, licensees and agents from and against all liabilities, losses, damages or expenses, including reasonable attorneys' fees and costs, which the Second Party or such other party may incur as the result of

any claim, suit or proceeding brought or threatened arising out of (i) the nature or use of the First Party's project site; (ii) any assertions the Second Party may make on the First Party's behalf, , in any materials the Second Party may prepare for the First Party, if the assertions are based on materials, information, representations, reports, data or releases supplied to the Second Party by or through the First Party, or which the First Party approves; (iii) risks or restrictions which the Second Party brings to the First Party's attention where the First Party elects to proceed; or (iv) infringement or claims of infringement arising out of the Second Party's adherence to the First Party's instructions (excluding claims covered under the Second Party's indemnity in Article 9).

- D. The Second Party undertakes to exempt the First Party from any liability against any third party engaged by the Second Party in the event of any damages incurred due to this Agreement. The Second Party shall solely bear the legal consequences of such damage.
- E. If the First Party receives written notice of a claim, the First Party shall give prompt written notice to the Second Party. The First Party's delay or deficiency in notifying the Second Party shall not relieve the Second Party of liability or obligation unless such delay materially impacts the defence of the claim. If the settlement of a claim may result in ongoing liability to or detrimentally impacts the First Party or its affiliates, then such settlement shall require the prior written consent of the First Party. The First Party may have its own counsel at its own cost at all related proceedings. Likewise, if the Second Party receives written notice of a claim, the Second Party shall give prompt written notice to the First Party. The Second Party's delay or deficiency in notifying the First Party



shall not relieve the First Party of liability or obligation unless such delay materially impacts the defence of the claim. If the settlement of a claim may result in ongoing liability to or detrimentally impacts the Second Party, its affiliates or representatives, then such settlement shall require the prior written consent of the Second Party. The Second Party may have its own counsel at its own cost at all related proceedings.

- F. The Second Party shall indemnify and hold harmless the First Party from and against all claims, damages, losses, and expenses arising out of or resulting from acts or omissions of the Second Party, the Second Party sub-contractors or otherwise arising out of (i) the performance of the Services by the Second Party: or (ii) any materials or deliverables furnished by the Second Party and used by the First Party without alteration pertaining to libel, slander, defamation, copyright infringement, invasion of privacy and/or plagiarism, except to the extent that such claims arise from information or materials supplied by the First Party.
- G. IN NO EVENT SHALL EITHER PARTY BE LIABLE FOR SPECIAL, INDIRECT, INCIDENTAL, CONSEQUENTIAL, PUNITIVE OR EXEMPLARY DAMAGES INCLUDING, WITHOUT LIMITATION, LOST PROFITS OR BUSINESS OR LOSS OF DATA, EVEN IF SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH LOSS OR DAMAGES.
- H. This Agreement does NOT and shall NOT be deemed to confer upon any third party any right to claim damages to bring suit, or other proceeding against the Parties because of any term contained in this Agreement.

#### **Article (10) DELAY PENALTIES**

Unless the delay is caused by the First Party, should the Second Party NOT provide the Services within the agreed terms, an amount of (1%) of the Fees total amount will be deducted for each week of delay in any of the Project phases referred to in clause (5/A). As the First Party may deduct such amount from the remaining payments and the Second Party shall pay all what exceeds that.

#### **Article (11) TERMINATION**

- A. This Agreement terminates upon the expiry of the Agreement Term.
- B. The Agreement may be terminated earlier by final completion of the Services by the Contractor and acceptance of the Services by the RHC or through the termination provisions provided herein.
- C. The RHC may terminate this Agreement at any time, without the need for any notice or judicial decision, in the event that Contractor violates the terms of this Agreement or fails to produce a result that meets the specifications of this Agreement, provided that Contractor shall have fifteen (15) days from notice of termination to cure such violation or defective deliverable.
- D. The First Party may terminate this Agreement, without the need for any notice or judicial decision, upon thirty (30) days advance written notice as it deems appropriate. The Second Party shall be paid for Services rendered through the effective date of termination. The Second Party shall NOT be entitled to any damages due to such termination irrespective of its type, value, reason or basis.
- E. The First Party has the right to terminate the Agreement, without the need for any notice or judicial decision, in the event that the Second Party fails

to perform any of its obligations or breaches any of its obligations stated herein, provided the Second Party shall have fifteen (15) days from any notice of termination to cure such default in performance. The Second Party shall NOT be entitled to any damages, irrespective of its type, value, reason or basis, as a result of such termination. In all cases, the Second Party shall remain liable for all damages incurred by the First Party due to such breach of any of its obligations stated in this Agreement.

- F. The First Party has the right to immediately terminate this Agreement, without the need for any notice or judicial decision, irrespective of its term in the event that the Second Party disclose any confidential information in contravention with its obligation stated under Article (6). The Second Party shall NOT be entitled to claim any damages, financial or moral rights due to such termination. The First Party may take any legal action available under the Protection of State's Secretes and Documents Law, as effective at that time.

#### **Article (12) GOVERNING LAW & DISPUTE RESOLUTION**

- A. This Agreement shall be governed by and construed in accordance with the laws of the Hashemite Kingdom of Jordan.
- B. In the event of a dispute between the Parties, the Party claiming a dispute shall send to the other a notice claiming the existence of dispute as per Article (14) of the Agreement to settle the dispute amicably.
- C. The notice of existence of dispute shall clearly indicate that it is served in accordance with Article (13) by clearly stating in the body of the notice: *"This notice is served in accordance with Article (13) of the Agreement to amicably settle the dispute"*. This notice shall also include details of the disputed matter, date of incident, and an invitation to the other Party to

amicably settle the dispute in accordance with this Article. Nonetheless, the First Party has the right to reject mediation to preserve the confidentiality of the dispute or the Agreement.

- D. Failure to settle any dispute amicably within 30 days of the date of sending the notice, the Parties agree that such disputes shall be referred to and settled under the rules of arbitration under the Jordanian Arbitration Law by three arbitrators. Each Party shall nominate an arbitrator and the two appointed arbitrators shall nominate the third arbitrator (chairman). The seat of arbitration will in Amman-Jordan, and the language of arbitration shall be English.

#### **Article (13) NOTICES**

- A. Any notice or communication to be given or made by or to any Party under this Agreement shall be in writing and shall be delivered to the address of that Party, and are deemed Confidential Information and subject to Article (6) of this Agreement.
- B. Any notices or communications delivered to either Party via email shall be deemed to be in writing.
- C. The First Party is exempted from directing judicial notice for exercising any of its contractual or legal rights and any letter sent to the Second Party's address or email shall be deemed as a judicial notice in all cases.
- D. Any notice to be given hereunder by either Party to the other, shall be in writing, and:
1. **In case of the RHC**, notices shall be deemed given when sent by certified mail to:  
Address: the Secretary General of the Royal Hashemite Court, at the  
Royal Hashemite Court, Amman-Jordan.



2. **In case of the Contractor**, notices shall be deemed given when sent by certified mail or via email to:

Address: Martin Ettlemyer, CFO, ay Finn Partners, Inc., 301 E. 57<sup>th</sup> St., New York, NY 10022 USA

Email: [martin.ettlemyer@finnpartners.com](mailto:martin.ettlemyer@finnpartners.com)

- E. If either party changes its address during the Agreement Term, it shall so advise the other Party in writing as herein provided and any notice thereafter provided to be given shall thereafter be sent to such new address.

#### **Article (14) Force Majeure**

- A. Force Majeure is any event beyond the control and expectations of the Second Party, which prevents it from fulfilling its obligations and is NOT attributable to error or negligence of the Second Party or any other person. This includes, but is not limited to, fire, flood, accidents, war, global pandemics, and military operations that directly affect either Party and make the fulfilment of its obligations impossible.
- B. Delay of implementation of obligations due to the failure of the Second Party or the subcontractor or the lack of resources and material from the supplier or insufficiency thereof shall NOT be deemed as Force Majeure. This shall NOT also include what is under the control of the Second Party, its suppliers or subcontractors.
- C. The failure of the Second Party to perform its obligations shall NOT be considered a breach of this Agreement if such failure is due to Force Majeure, provided that the Second Party has taken all reasonable precautions, and necessary care and measures to perform the terms and conditions of this Agreement. The Second Party shall inform the First

Party of the event within a maximum of ten (10) days of its knowledge of the Force Majeure event.

- D. The First Party is NOT obliged to compensate the Second Party for any direct or indirect incurred loss due to Force Majeure or as a result thereof. The legal effect of the Force Majeure is limited to extending the Agreement Term mentioned in Article (5) to the extent the Second Party is affected by Force Majeure.
- E. In the event that the Second Party does NOT inform the First Party of the occurrence of the Force Majeure, this shall be considered as a breach of contract and the First Party is entitled to take all legal and contractual measures it deems appropriate.
- F. Should the Force Majeure event remain for a period of fifteen (15) days following notification date referred to in clause (15/C); the First Party shall have the right to terminate this Agreement without the need for any prior notice. The Second Party shall NOT be entitled to any damages due to such termination irrespective of its type, value, reason or basis.

#### **Article (15) RELATIONSHIP**

- A. The Parties understand and agree that Second Party is an independent contractor and that Second Party is NOT an employee, agent or servant of the RHC, nor is entitled to RHC employment benefits.
- B. Contractor understand and agrees that it might be obligated to pay federal and state income tax, outside of Jordan, on any moneys earned pursuant to this Agreement.
- C. As an independent contractor, the Second Party agrees that:



1. Contractor does NOT have the authority to act for the RHC, or to bind the RHC in any respect whatsoever, or to incur any debts or liabilities in the name of or on behalf of the RHC;
2. Contractor has and hereby retains control of and supervision over the performance of Contractor's obligations hereunder and control over any persons employed or contracted by Contractor for performing the Services hereunder;
3. RHC will NOT provide training or instruction to Contractor or any of its employees regarding the performance of Services hereunder;
4. Neither Contractor, nor its employees or consultants, will receive benefits of any kind from the RHC;
5. All Services are to be performed solely at the risk of the Contractor, and Contractor shall take all precautions necessary for the proper performance thereof; and
6. Contractor will NOT combine its business operations in any way with the RHC's business operations and each party shall maintain their operations as separate and distinct.

**Article (16) VARIATION**

- A. RHC may order changes in the work and Services detailed in this Agreement, consisting of additions, deletions, or modifications. All changes shall be authorized by a written Variation Order designating the work to be added, changed, or deleted, the increase or decrease in costs, and any change in time for completion of the Project. RHC and Contractor, or their duly authorized agents, shall sign the Variation Order.
- B. Unless otherwise agreed, the cost of changes whether by addition or modification shall be determined by mutual agreement, and paid according

to the terms hereunder or by the terms of the Variation Order. The Cost of changes by deletion shall be determined by mutual agreement and shall be equal or less than value of Services as agreed under 'Annex 3 Project Fees Breakdown'. However, RHC shall have the authority to order minor changes in the work NOT involving an adjustment in the Services value or an extension of the Agreement Term, and NOT inconsistent with the intent of the Agreement documents.

- C. In the event that there is a need to amend the scope of work due to the Second Party's failure to perform its obligations under this Agreement or due to its breach of the undertakings and declarations stated herein, the provisions of this Article shall NOT apply on this amendment and the Second Party shall be liable for all of the legal and contractual implications of such failure or breach.

#### **Article (17) IMMUNITY**

The RHC does NOT intend to waive by any provision of this Agreement the monetary limits or any other rights, immunities and protections provided by the provision of law.

#### **Article (18) Miscellaneous**

- A. Upon signature, this Agreement shall supersede all that was previously agreed upon whether orally or in writing. This Agreement is the sole source of Parties' obligations irrespective of the form of the agreement whether it is a correspondence, quotation, or marketing message, etc..
- B. In the event of conflict between this Agreement and the Offer, or any annex, whatever serves the interest of the First Party shall prevail.
- C. In the event that any of the Parties wish to add, change, or amend any clause of this Agreement, this shall be done upon agreement between both

Parties, provided that this addition, change or amendment is in writing, signed by both Parties and annexed to this Agreement to be an integral part thereof.

- D. Any failure by the First Party to enforce the Second Party's strict performance of any provisions of this Agreement, will NOT constitute a waiver of its contractual rights stated herein nor shall it affect the enforceability of any provision of the Agreement whether wholly or partially nor shall it constitute a waiver of the First Party's right to subsequently enforce such provision or any other provision of this Agreement.
- E. If any of the provisions of this Agreement shall be invalid or unenforceable, such invalidity or unenforceability shall NOT invalidate or render unenforceable the entire Agreement, but rather the entire Agreement shall be construed as if NOT containing the particular invalid or unenforceable provision or provisions, and the rights and obligations of the party shall be construed and enforced accordingly, to effectuate the essential intent and purposes of this Agreement.

#### **Article (19) COPIES OF AGREEMENT**

This Agreement consists of (19) Articles including this Article, on (23) pages in addition to the three annexes attached, signed in two copies upon consent and acceptance.

**IN WITNESS WHEREOF**, the Parties have indicated their acceptance of the terms of this Agreement, and caused their duly authorized representatives to sign this **SERVICE AGREEMENT**, effective on the Effective Date.

First Party

Second Party

Name:

Mohamed Alkandari

Martin Ettlemeyer

Signature:

[Signature]

[Signature]

Date:

14 / 9 / 2021

September 12, 2021

HL

**Annex (1)**

**‘STRATEGIC COMMUNICATIONS WORK PLAN’**





# STRATEGIC COMMUNICATIONS WORK PLAN

Bethany Beyond the Jordan  
*April 2021*



## Overview

### *The Road Ahead*

The development of Bethany Beyond the Jordan is akin to a journey. The Commission has a destination in mind, but the road ahead must be mapped and navigated. This working plan attempts to lay out the roadmap for building a successful, phased and strategic plan.

The initial considerations are complex--from diplomatic and political exigencies, the care and calculus around early fundraising, how to reach and engage myriad audiences and stakeholders, and how to share and roll out Jordan's vision to the rest of the world. And all of these considerations require careful and deliberate messaging, thoughtful and strategic outreach, and regular assessment and nuanced refinements along the way.

This working communications plan lays out a strategic path for navigating these complexities, and as the development project will play out over many years, this is a phased approach to the next 18 months to two years.





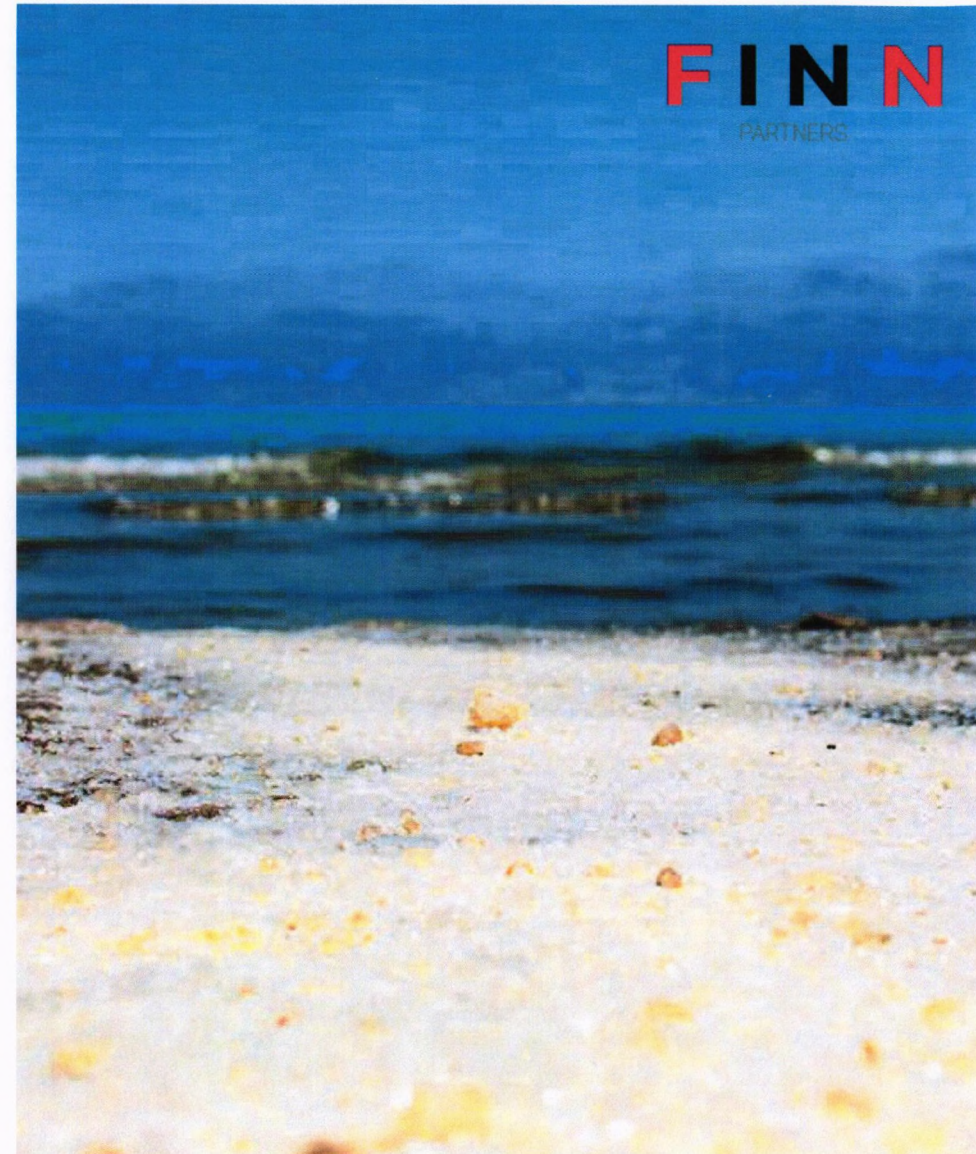
## Strategic Communications Approach

This approach recognizes the need for the plan to be in service of several objectives - with a coordinated effort that is well-mapped and synchronized.

We recommend a phased approach to communications with the intent to create the **resources, structures and relationships** necessary for the foundation of a long-term communications plan for the Jordan Baptismal Site.

This strategic framework also provides recommendations to **analyze, segment and reach key audiences and stakeholders** with messages rooted in essential research to ensure efficacy of messages and modalities.

And finally, the plan lays out external communications recommendations designed to **build engagement** with potential funders, key media, influencers and key opinion leaders.





# A Phased Approach

## Phase 1: Establish the Framework

- May 2021 - October 2021
- Formative Research | Asset Mapping | Capital Campaign | Crisis Planning

## Phase 2: Share the Vision

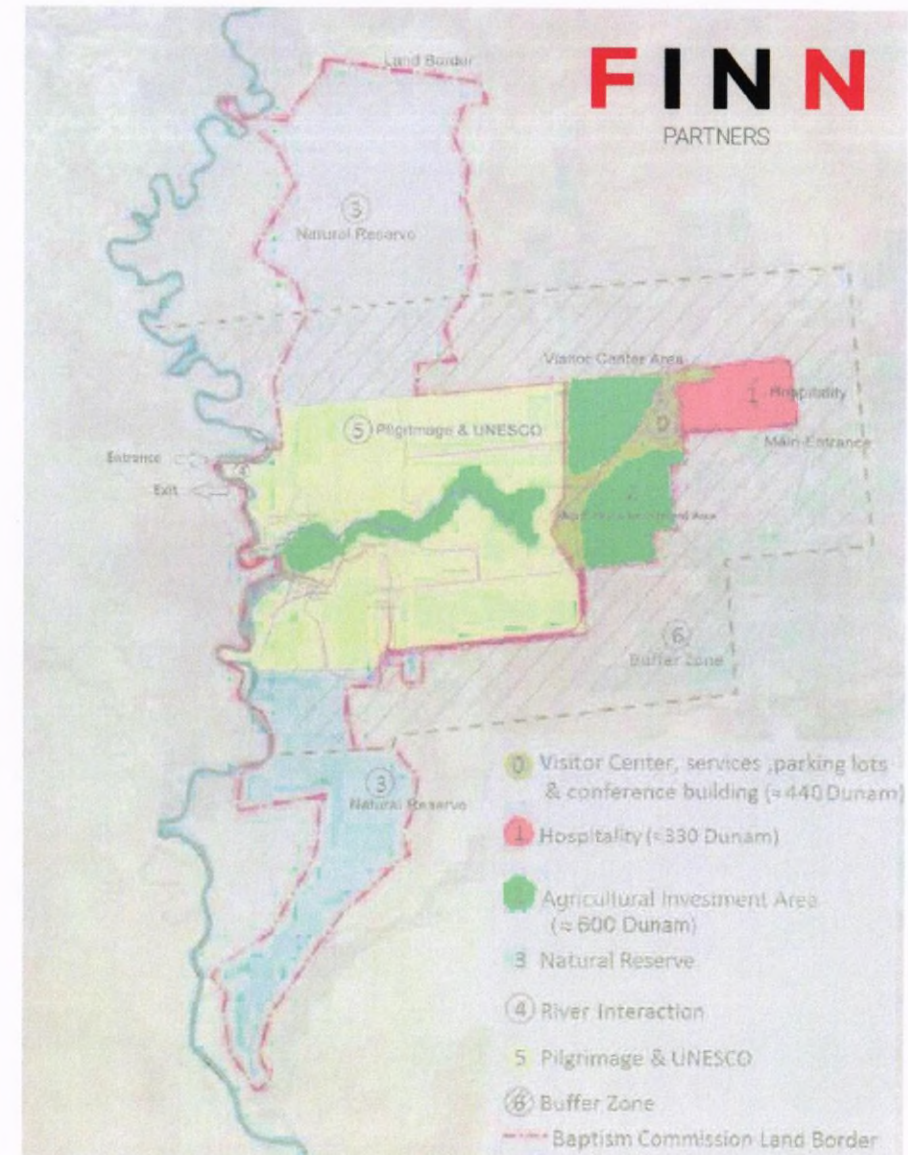
- August 2021 - January 2022
- Asset Development | Website | Social Media | Earned Media

## Phase 3: Drive Connections

- January 2022 - July 2022
- Content Creation | Virtual Events | Specialized Onsite Events

## Phase 4: Maintain Momentum

- July 2022 - going forward
- Continued Activations | Measurement and Evaluation | Lessons and Planning







# **The Baptism Site**

## **“Bethany Beyond the Jordan”**

### *Vision & Mission*

#### **Your Vision:**

Transform “Bethany Beyond the Jordan,” the Baptism Site of Jesus Christ, into the world’s leading spiritual pilgrimage destination.

#### **Mission Statement:**

Shepherd a spiritual touristic experience at Bethany Beyond the Jordan, enhanced by unparalleled storytelling that is biblical, historical, and cultural; authentic, informative, and inspiring; entertaining, educational, and affordable.

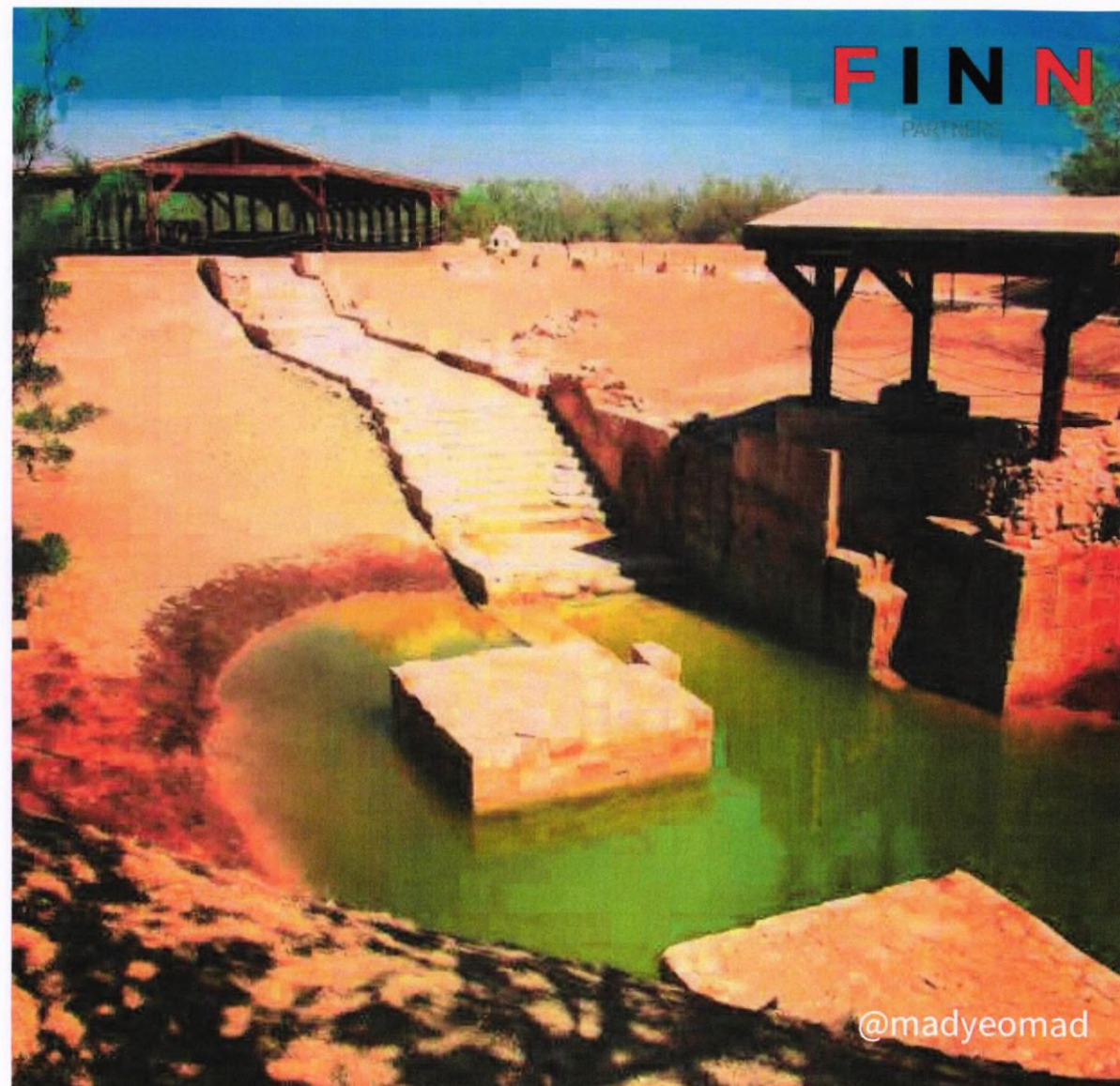
This site will attract tourists, students, pilgrims, and religious scholars from all around the world.



## Communications Objectives

As we look to the larger project goals, we will set communications objectives for each phase of the work. Through strategic communications, we will share the narrative and vision for the project to drive investment in and development for the site and the center. With the future in mind, we will seek to increase positive perceptions of Jordan as a welcoming tourism and cultural destination, with the Baptism Site and the center as a focal point.

- Raise positive awareness, interest and engagement in Bethany Beyond the Jordan with key audiences. Build early support for the project.
- Position the site and center as the premier spiritual, cultural and immersive experience for diverse audiences. Share a compelling message.
- Position Jordan and the center as a leading gathering place/host site for global meetings and events, welcoming everyone from around the world.







**Phase 1:**  
**Establish the Framework**

May 2021 - October 2021

**Communications Plan:**

- Formative Research
  - Target Audiences
  - Persona Development
  - Message Development
  - Message Testing
- Advisory Board Asset Mapping
- Preparation for Capital Campaign
- Crisis Communications Planning





# FORMATIVE RESEARCH



## Formative Research

We will conduct formative research to inform and refine the communications plan.

Formative research will help us:

- Identify and describe the target audiences, stakeholders and influencers
- Understand the factors that influence their behavior
- Determine the best ways to reach them
- Create messages and narratives that are tailored to the specific audiences
- Provide a baseline for measurement and evaluation

### Research methods

- In-depth interviews (IDI)
- Focus groups
- Surveys
- Social and digital analysis
- Media landscape analysis
- Secondary source review

# Benchmark Establishment

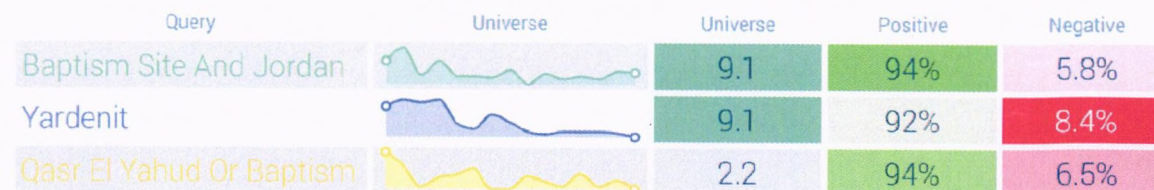


Revisit initial social and media research around The Baptism Site to establish quantitative and qualitative benchmarks, so performance can be tracked. These include:

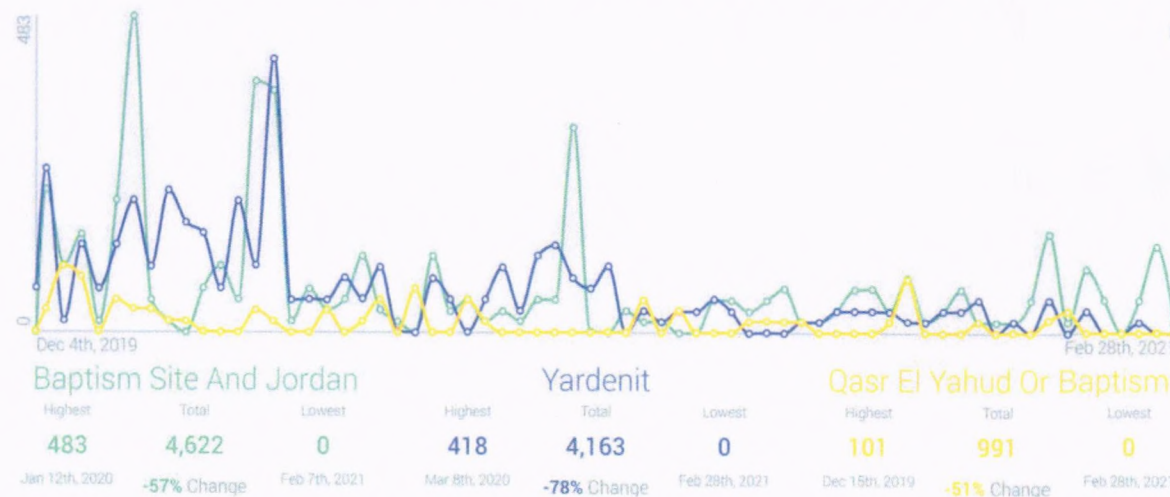
1. Mentions on social media;
2. Sentiment and key themes of social conversation;
3. Volume of media coverage;
4. Reach and engagement of media coverage; and
5. Sentiment of media coverage.

This formative research provides us with a good understanding of the competitive landscape, the external opportunities, where key conversations are happening, while allowing the impact of any communications strategies to be thoroughly evaluated.

## Overview of social conversation, past 15 months



## Volume of social conversation, past 15 months



Search query: (Baptism Site NEAR/5 Jordan) OR Baptismal Site of Jesus Christ OR Al-Maghtas OR Bethabara OR Bethany Beyond the Jordan OR Yardenit OR Qasr el Yahud



**FINN**  
PARTNERS

# **TARGET AUDIENCE AND PERSONA DEVELOPMENT**



# Target Audiences

FINN recommends prioritizing research for target audiences and the development of “persona” demographic and psychographic data profiles that will help to fortify and refine the outreach—for development and tourism.

Personas will be developed for the various audience targets to ensure messaging is clear, on the right channels, and resonant.

It is critical that the various stakeholder groups—as a key target audience—are brought into the project early and given opportunities to weigh in and learn about the project from the Advisory Board and other representatives of the project.



## DEVELOPMENT

- Donor Community
- Funders
- Investors
- Foundations
- Philanthropic & Aid Organizations
- Education Organizations
- International Partners--NGOs

## STAKEHOLDERS

- Partners
- Key Influencers
- Royal Hashemite Court
- Jordanians
- Academics
- Civil Society

## TRAVEL AND TOURISM SECTOR

- Global Travel Leaders
- Travel Supply Chain
- Traveler

## FAITH COMMUNITY

- Pilgrims
- Christian Leaders
- Interfaith Leaders
- Religious Leaders
- Congregations
- Religious Scholars



# Persona Development

For each target audience group, we will develop persona cards like the one below. These describe attributes of each group and includes tailored messages and media channels for most effectively reaching them.



## PERSONA LOOK & DEMOGRAPHIC

The profile picture would be a fictional representation that takes into consideration the persona's demographic features, including but not limited to age, race, etc. based on research data and targeting parameters

## NAME

Persona's name is described with one adjective that captures one of the most relevant psychographic features of this audience group

## BACKGROUND

Persona's education background is decided based on the most representative background of the audience group based on research

## OVERVIEW

This section is an overall description of the persona as related to the topic, such as responsibilities in professional or personal life

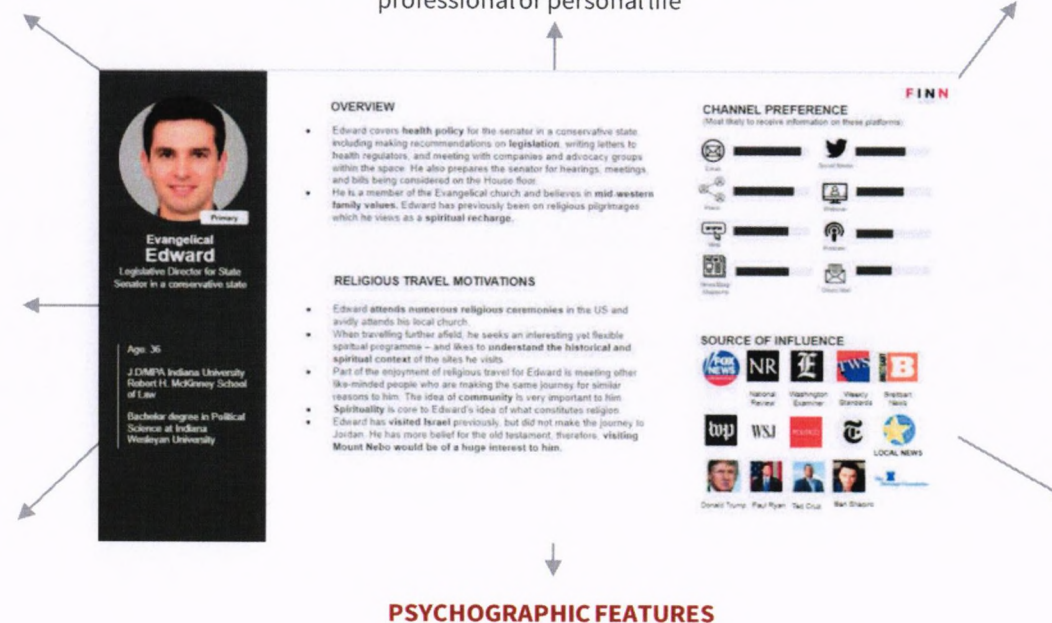
## PLATFORM PREFERENCE

This section lists and ranks top channels preferred by this audience group in receiving information. Ranking reads from top to bottom, left to right. Ranking and level of preference is directional, based on a mix of qualitative and quantitative assessment of the population on the platform, the uniqueness of platform to this audience group, and the frequency and duration a channel is used by this group

Persona's channel preference helps inform channel and content planning (what to say, where to say it, in what format)

### SOURCE OF INFLUENCE

List of example media sources, brands, or influential figures that are likely consumed by this target audience - based on data from audience intelligence tools and secondary research



Psychographic features that are relevant to the topic, such as awareness on an issue, goals, challenges, etc.





# MESSAGE DEVELOPMENT AND MESSAGE TESTING



# Message Development



Messaging for the Baptism Site and the center will be critical. It must include the main points of information you want your audience to know, what you want them to understand about the project, and - often - what you would like them to do.

The message framework carries the vision and intent of the committee into the campaign development. This plan assumes different levels of action and activation, so our messaging must be differentiated for each audience, but have a common narrative at its core.

These messages serve as the foundation of the outreach efforts - whether they are to stakeholders, funders, media, the travel and tourism community or potential visitors.



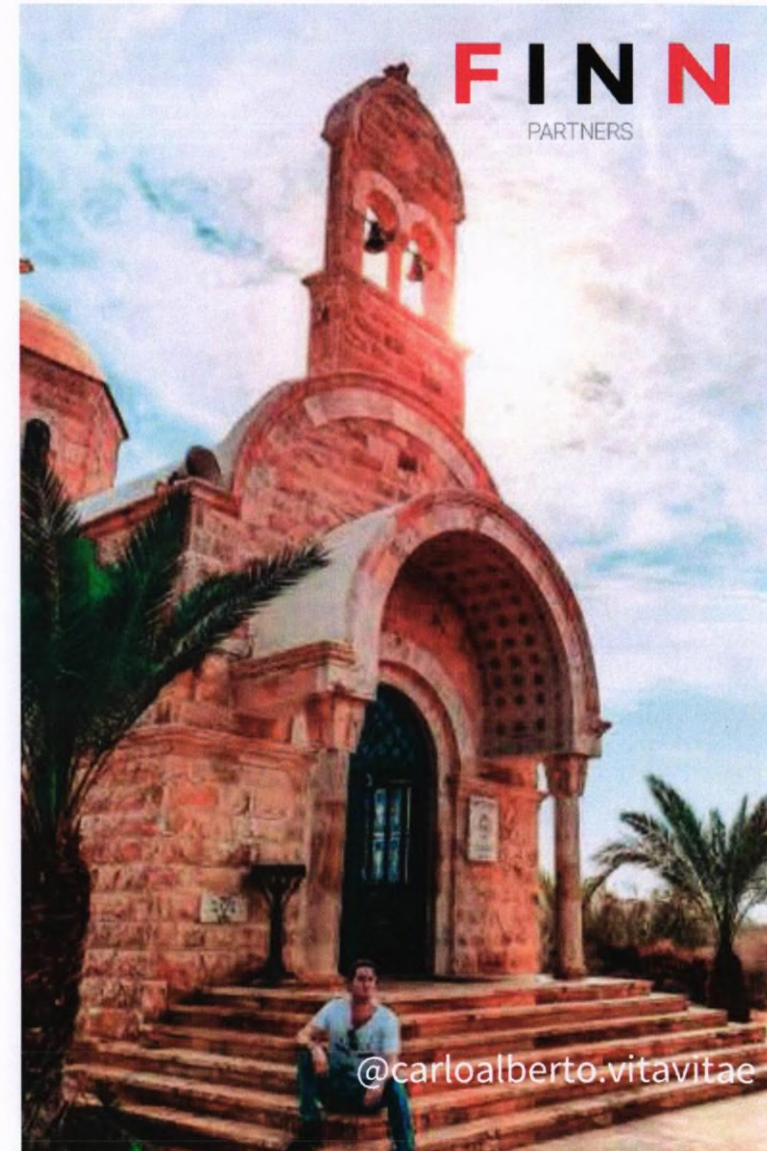
## Foundational Narrative

Nestled in the wilderness on the east bank of the River Jordan, in the heart of the Holy Land, lies one of the world's most important **cultural** and spiritual places - the baptismal site of Jesus, the caves where John the Baptist lived, and the churches erected by early followers. Over the years, the Hashemite Kingdom of Jordan has focused on the **preservation** of the site's **archaeological** remains.

With care and **reverence**, the Baptism Site Commission envisions **Bethany Beyond the Jordan** as a world-renowned **spiritual and historical destination** where travelers and Jordanians alike are **welcomed** and can **immerse themselves** in a cultural and spiritual **experience**.

As Jordan celebrates its **centennial**, it is important for the occasion to reflect the significance of history that occurred on its land thousands of years ago and preserved by the Jordanian leadership. Since its founding, the state of Jordan has **advanced diplomacy** and **built bridges** between cultures and religions to **fortify peace and prosperity** for all its citizens.

*Version of this was shared previously and is based on the workshop in March.*





# Insight Driven Messages

## Secondary Source Review

An important step in our message research will be to conduct a review of current traveler surveys and tourism data to determine how we must position Jordan and the Baptism Site among other leading destinations as parts of the world reopen from the pandemic.

This will allow us to not only be able to look at what messages resonate, but also among different demographic subgroups – such as nationality, education level, religious preference, gender, age, race and income– to give us insight as to how to further tailor our messages based on the audience.





## Message Workshop

This foundational narrative will serve as our baseline messaging. A messaging workshop will finalize the messaging architecture. This will refine voice and tone, ensure we understand the competitive positioning, the site's and center's unique value proposition, and that intent and benefits are clear.

From this workshop, we will deliver a messaging architecture that will be the basis for content and communications. This architecture will include a messaging platform with key message pillars:

- the site,
- the vision,
- the actual project,
- the center as a tourism destination,
- the development and commercial intent and implications,
- the overall contributions to society|local global community

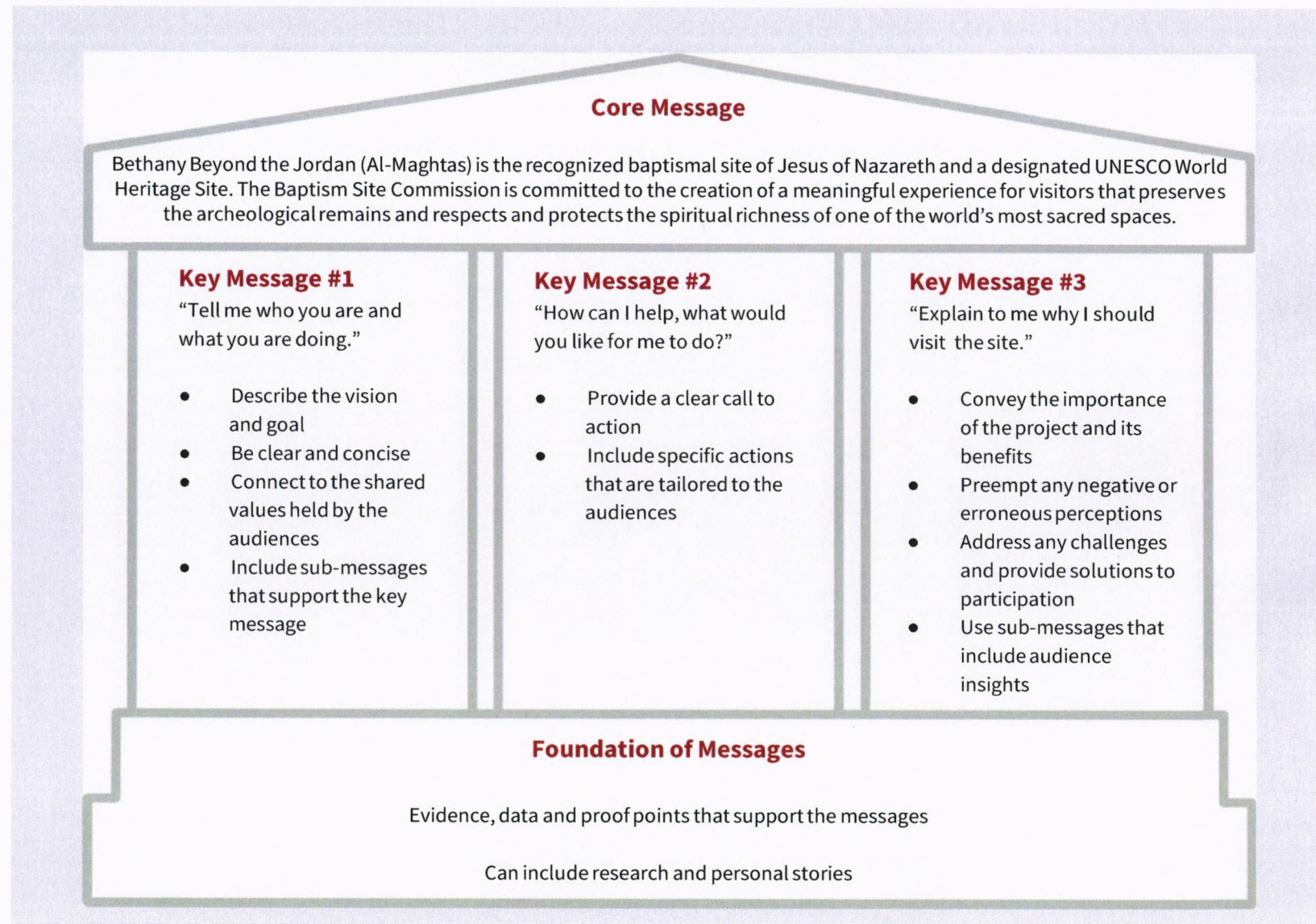




# Message Architecture

The message house is a format used to help develop messages and overall narratives.

It starts with the **core message** to convey and is supported by **key messages** or benefit statements. These are all then supported by a **foundation of relevant facts, data and proof points**.





## Message Testing

### *Qualitative*

Hearing from key individuals who represent the target audiences allows them to put complicated and sensitive issues into their context and use their own language to describe them.

**Focus groups:** Open-ended discussions designed to uncover the “why” a message resonates with audiences more than the “what.” Focus groups capture the emotional reactions participants have when confronted with messages, which can give additional color to the opinions you might find in a survey.

**In-depth interviews:** Conducted with current and potential stakeholders to help develop the larger message frames and specific message language.







# ADVISORY BOARD ASSET MAPPING





## Current Advisory Board

The current Advisory Board consists of many esteemed, well-connected, and accomplished professionals who have a wealth of knowledge and resources that are well-aligned to the overall project.

To optimize their roles, we recommend that FINN engages the full Advisory Board in a series of activities that will identify their individual roles in ensuring Bethany Beyond the Jordan's vision is realized.

- **Conduct an asset mapping exercise** to understand who can contribute relationships, resources or other needs to the project and map these to project goals and action items
- **Brainstorm a list of potential board members** for the U.S. and other priority countries like U.K., Germany, etc. and identify who has relationships with candidates
- **Hire a development lead** to collaborate with FINN and the Advisory Board on the capital campaign and ongoing fundraising



# Advisory Board Asset Mapping

## *Potential Assets can include:*

- Relationships
- Issue expertise
- Resources
- Communications pathways
- Communications expertise

## Sample Asset Mapping Chart

<b>Organization</b> <i>Values, Mission, Goals</i>	<b>Reach and Resonance</b> <i>Who do you reach, engage and influence effectively?</i>	<b>Power Proposition</b> <i>Greatest strength that you bring to the effort</i>	<b>Communications Pathways</b> <i>How do you communicate with audiences, what messages resonate?</i>	<b>Communications Tactics</b> <i>What communications vehicles do you use?</i>
<b>José Andrés</b>	Foodies, civil society and humanitarian interests, culinary industry and followers	International brand awareness and established partnerships	Personal platforms and World Central Kitchen platforms	Global campaigns, earned media, social media
<b>Peter Jackson</b>	Artists, cultural influencers, entertainers, movie goers	Creative storytelling and access to entertainment industry resources	Public Facebook account	Earned media



## Sample Activation

José Andrés, who leads global charity World Central Kitchen and corporate Think Food Group, is uniquely positioned to spearhead an effort around a Jordan-themed subscription box featuring the individual tastes and experiences of the kingdom.

This subscription box will be used as an early-stage brand and fundraising platform, allowing us to create awareness and excitement about the project, while building a core of fans and supporters.

With a portion of each subscription going to directly support the project, we will begin to seed our first capital campaign while also creating excitement about the effort with key audiences.



***Jordan's World Kitchen Subscription Box***





# PREPARATION FOR CAPITAL CAMPAIGN



## Capital Campaign

To launch the Jordan Baptism Site work, the Advisory Board needs to begin a capital campaign. This is the first phase of development (fundraising), and it requires building relationships with potential funders and people with valuable resources to the long-term success of the site. To do this, we will:

- **Provide a preliminary list** of potential board members - with attention to several high-profile members, as well as those who can take the lead on key priorities.
- **Work with the development lead** to establish a plan for the U.S. **Research and customize key messages** that will appeal to our priority funder audiences
- **Identify and create necessary collateral materials** for outreach and campaign fundraising events
- **Build awareness and the desire to 'buy in'** to the site as it is being developed through development strategies and targeted media outreach
- **Influencer list** development tied to connection, reach and resonance
- **Explore viability of crowdfunding** and small dollar campaigns





## Capital Campaign

### *U.S. board activation*

Creating a 501(c)(3) will establish a U.S. Board for the Jordan Baptismal Site. There are several components needed to form the board:

- Determine purpose, goals, priorities
- Connect with members to represent key constituencies
- Leverage expertise, skills and networks
- Decide on board compensation (this will be an expectation for at least the chair/co-chairs)
- Create board bylaws that include policies on conduct, ethics and duties







## Capital Campaign

### *U.S. board activation*

FINN will work with the development lead and the U.S. Board to determine top-tier donors, philanthropies and other key individuals who can contribute and execute on fundraising campaigns and communications.

Priority will be given to marquee funders whose engagement can help establish the project's viability, while also building interest and excitement within their respective communities.

#### **CORE FUNDER AUDIENCES**

- Religious community: Jewish, Christian and Islamic
- Conservation and heritage community
- Environmental and sustainability community
- Philanthropic leaders: donors and connectors
- Cultural and arts leaders: food, music, education, civil life
- Travel elite: high net-worth individuals
- Diplomatic and Middle Eastern community
- Jordanian diaspora





## Building the Campaign Structure

The development lead will build the overarching fundraising strategy and identify the list of top-tier donors and supporters. In addition, they will collaborate with FINN on opportunities where we can insert development calls to action within greater communications.

We will work behind the scenes to rapidly set up the overall communications campaign structure to begin deploying assets, news and information for a broader public engagement. These efforts will enable the campaign to fully engage with top-tier donors and supporters.

### SAMPLE CAMPAIGN CHECKLIST

- ☐ Website refinement and new assets
- ☐ Contact database
- ☐ Newsletter and email templates
- ☐ Spokesperson identification and training
- ☐ Stakeholder testimonial collection
- ☐ JTB engagement in the U.S.
- ☐ Global research on spiritual tourism
- ☐ Interfaith council formation
- ☐ Social media engagement and planning





# CRISIS COMMUNICATIONS PLANNING



## Crisis Communications Planning

The Jordan Baptismal Site faces many issues and many risks. In this early stage—crisis assessment, planning and a training workshop are an essential part of communications planning. This will allow for the identification of critical issues that have the potential to damage reputation, undermine fundraising or deter visitors from exploring or ultimately traveling to Jordan and the site.

It is recommended any existing crisis plan be evaluated, updated and that specific scenario planning, crisis playbook creation and focused training be conducted in Phase I. The following section outlines a planning flow, a flagging methodology and best practices.





# Crisis Planning Overview



## PHASE 1: VULNERABILITY ASSESSMENT

Leadership Interviews

Internal Interviews

Probability Assessment

Prioritize Risk Scenarios

## PHASE 2: CRISIS PLAN BLUEPRINT

Identify Crisis Team

Identify Audiences

Crisis Scenario Development

## PHASE 3: PLANNING AND TABLETOP EXERCISES

Disseminate Protocols

Develop Scenario Playbooks

Tabletop Exercises/Drills

Spokesperson Training

## PHASE 4: POSITIVE POSITIONING

Monitoring

Disseminate Positive News

Stakeholder Outreach

## PHASE 5: PLAN MAINTENANCE AND REPORTING

Regular Internal Review

Update Materials

Advise Employees





# Crisis Planning

## Sample flagging & response flow

Determine issue  0-3 hours	Assess crisis level, gathering all information and crisis team  0-3 hours	Assign crisis level and agree on response timeline	Determine response
Negative blog/media mentions Negative mentions from celebrities or influencers Critical feedback about project plan or services Negative feedback or criticism about a marketing campaign or fundraising activation	<i>Answer assessment questions</i>	<b>YELLOW</b> 24+ hours for response OR hold and ongoing monitoring until issue subsides.	Monitor and if needed, prepare holding statements and communications.
Hacking claims or security-related issues Legal threats, criminal threats Negative top-tier news articles Key sensitive topics	<i>Answer assessment questions</i>	<b>ORANGE</b> 12-24 hour-response	Monitor and prepare holding statements and communications for targeted release.
Fatality, severe act of violence, Political unrest Ongoing attack/terrorism, Ongoing attack in the press or on social media	<i>Answer assessment questions</i>	<b>RED</b> 4-12-hour response	Prepare holding statements and communications for targeted release while continually monitoring situation, providing updates, reassess, prepare follow-on communications if needed.



# Crisis Planning

## *Best practices*



- Minimize the impact of the crisis and/or the actual or potential consequences of any incident.
- Identify and monitor real and perceived issues that could initiate a crisis.
- Develop a timeline of incident(s).
- Determine the facts of the situation and provide information to leadership.
- Ensure all involved understand their role in identifying and communicating potential crises to others.
- Provide guidance on actions to take and who to notify when a crisis occurs.
- Manage the situation by responding in a proactive and coordinated manner.
- Retain the confidence of staff, partners, funders, news media and the general public through consistent, clear and effective communication.
- Ensure the timely distribution of facts to all identified audiences.
- Highlight the positive steps taken to mitigate potential problems and identify any immediate changes in protocols or SOPs.
- Follow up to ensure that crisis-related messages result in meaningful and appropriate action and that the organization's brand sustains no long-term damage.

### SAMPLE CRISIS CHECKLIST

- ☐ Could the issue cause harm or loss of life to anyone?
- ☐ Could the issue cause partners, funders and other stakeholders to lose confidence in the Baptism Commission?
- ☐ Could the issue interfere with normal organizational operations?
- ☐ Could the issue have a negative effect on the site or Jordan's reputation?
- ☐ Could the issue bring unwanted outside attention — reporters, civil society, neighbor countries, etc. ?
- ☐ Is there a good chance the issue will escalate in intensity?





**Phase 2:  
Share the vision**

August 2021 - February 2022

**Communications Plan**

- Asset Development
- Website Creation
- Social Media
- Earned Media





# ASSET DEVELOPMENT





# Asset Development

## *Content Creation*

To bring the vision to life for our early audiences, we will need to illustrate the vision for Bethany Beyond the Jordan through an array of communications vehicles and platforms.

We will spend the first phase of work identifying and developing the critical materials needed to share the story and ignite interest in the project and the site.

Assets may include photography, renderings, concepts, videos and animations that can be used on the website, for board recruitment, fundraising, on social media and for other materials or communications channels.

## **SAMPLE ASSET CHECKLIST:**

- ☐ Rendering images of site plans
- ☐ Message framework and guide
- ☐ Collateral materials
- ☐ Videos and animations
- ☐ Photography and graphics
- ☐ Website
- ☐ Development materials
- ☐ Social media channels



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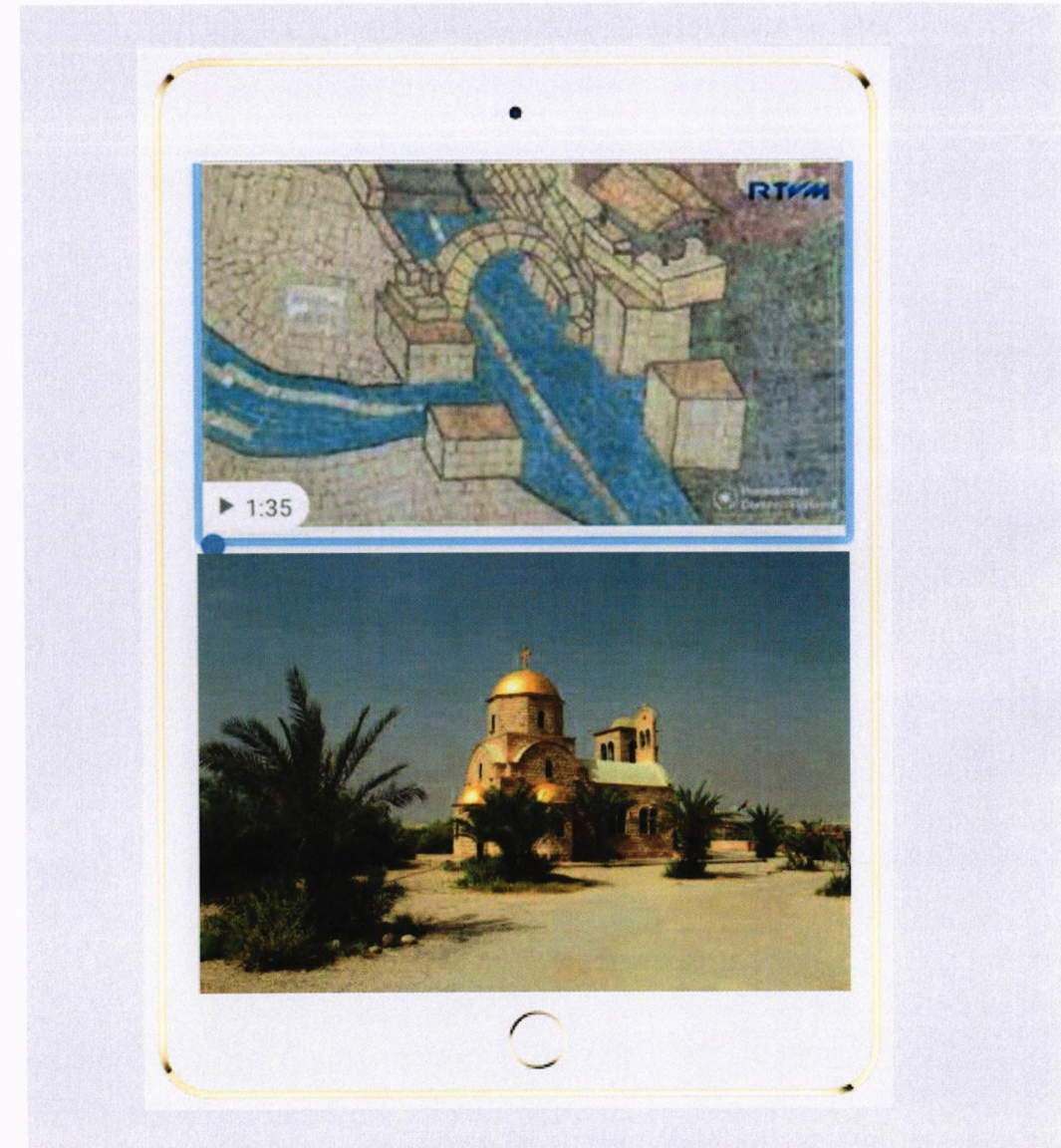
**WEBSITE**



## Website Purpose and Vision

The initial website will provide information and engaging content on the Baptism Site, the project vision and important resources for early audiences. As the project evolves, so too will the website. At all stages, the purpose of the site will be to:

- Promote one of the world's leading spiritual destinations
- Create an unparalleled storytelling experience
- Highlight key cultural and historical aspects
- Present informative and authentic details
- Be a source of educational information for visitors
- Attract tourists and provide travel information
- Ensure fundraising is integrated





# Website Creation and Launch

## Phase 1-3 Content Development

- Introduction of the project
- Introduction of the involved personalities and supporters
- Regular progress updates with news, photos and videos
- Portal for storytelling, webcasts and content curation, newsroom
- Exclusive, password protected content for funders & investors

## Target Audiences

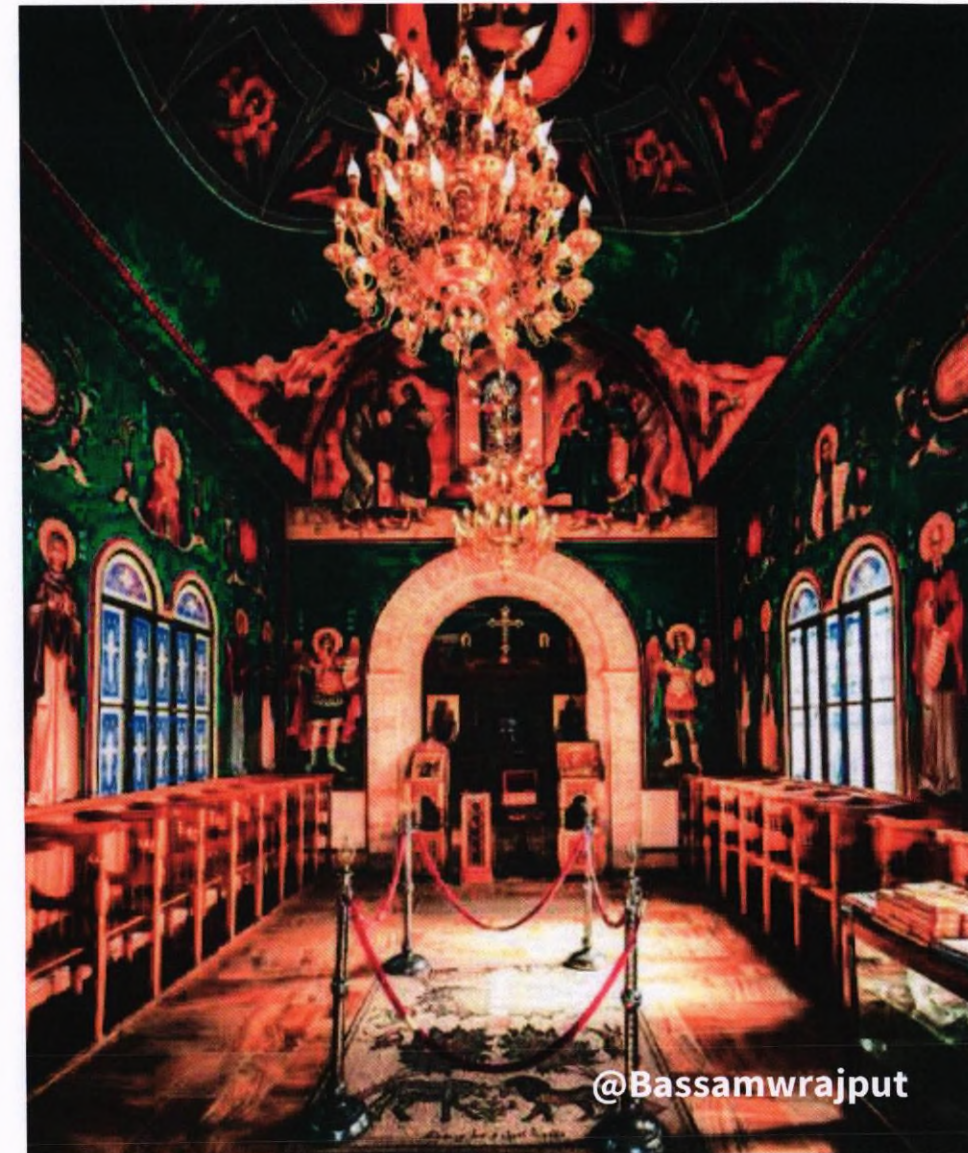
- Funders, investors, partners & faith communities, early 'fans,' future travelers and travel industry influencers

## Goal

- Presentation of the project and the development to keep the different stakeholders up to date and informed and excited, with specific user journeys for each audience

## Production Timeline

- Phase 1: Discovery Session. Website creation & content preparation
- Phase 2: Launch of the website, simultaneously with the social media channels
- On-Going: Updates on developments with testimonials, photos and videos. Milestone releases and updates as the project progresses





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**SOCIAL MEDIA**



# Social Media Development

## Phase 1: Get inspired (no footage from site yet)

- Spiritual quotes and generic photos
- Regular spiritual sessions e.g. meditations
- Short videos with spiritual influencers sharing tips and ideas
- Historical facts on the Baptism Site and Jordan

## Phase 2: Share the vision

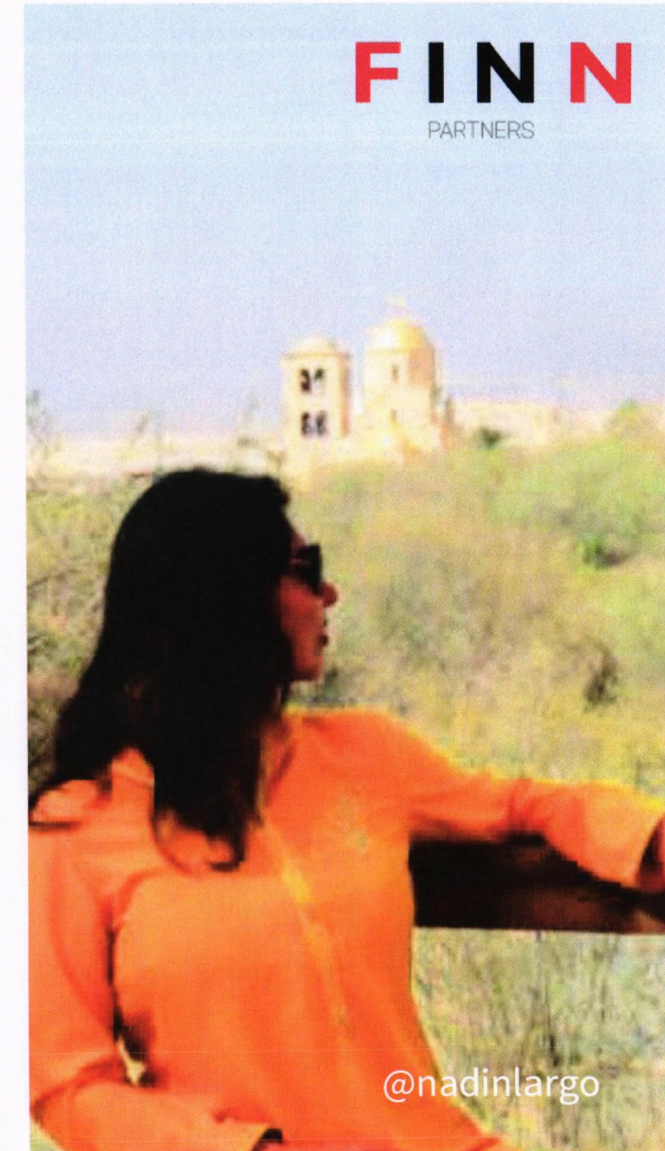
- Short interview videos with Advisory Board members
- Short interview videos
- Maximize user generated content

## Phase 3: Experience the spiritual, cultural & historical heritage

- Photo and video footage of developments on site
- Engagement with personalities (celebs, media etc.) who visited the site
- Virtual spiritual & cultural events
- Photos and live feeds from events/happenings on site

**Target audience:** Faith communities, travelers & tourists, scholars, small dollar funders

**Goal:** Creating an early fan and follower base





# Influencer Campaign

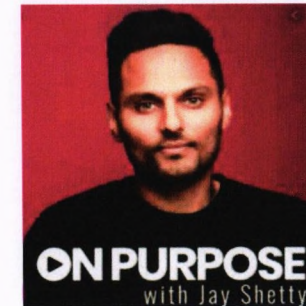
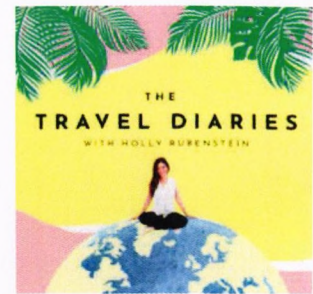
Partnerships with cultural and religious influencers can be an effective tool for rapidly increasing awareness of the Baptism Site and Jordan as a leading spiritual and historical travel destination. Through additional research, we will work to identify potential influencers who align to target audiences and can assist in promoting the site and support fundraising.

## Example U.S.-based Influencers and Instagram Followers

- **Yolanda Adams** Gospel singer and radio host (1.1m)
- **ConfidentWomenCo** Community - Stand confidently upon the finished work of Jesus (200k)
- **Jamie Ivey**, Host of "The Happy Hour" Podcast incl. conversations with other people of faith (107k)
- **Kari Jobe**, Singer-songwriter in the gospel and Christian pop music genre (1.4m)
- **Koya Webb**, Spiritual Wellness Educator & Speaker (978k)
- **Krista Tippett**, Host of radio program and the podcast "On Being," author on spirituality. (65k)
- **Living Christian**, Daily biblical inspiration (730k)
- **Sadie Robertson Huff**, Actress & author of Live Original, faithful (4.3m)
- **Sarah Jakes Roberts**, Daughter of T. D. Jakes, Co-pastor of a church in LA, heads Woman Evolve (1.7m)
- **Tim Tebow**, Athlete & sharing his faith (2.4m)

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## USA and UK





## Sample Activation

### *Influencer Partnership with Lauren Daigle*

- 2.1M followers on Instagram
- 2.3M followers on Facebook
- 2.46M subscribers on Youtube
- Grammy-winning Contemporary Christian singer recognized within popular music genre and radio
- Frequently shares travel experiences on social
- Partner with Lauren to share facts about the Baptism Site on her social platforms
- Host a private tour with Jordanian religious and historical scholars and film her experience to share on Youtube and snippets on other channels
- Provide a round-trip package for 5 winners and a companion to visit the site with Lauren in the future





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**EARNED MEDIA**



# Telling the right story

From the very start, it is essential to build relationships with key media to get all the aspects of the narrative right - the vision, the project, and the travel and tourism destination story.



## PHASE 1

- Develop list of target media, thought leaders and influencers
- Develop phase one story angles
- Identify and train spokespeople and subject matter experts

## PHASE 2

- Identify media moments and milestones tied to development of the site, travel seasons, religious milestones and other relevant events
- Determine and prioritize top media markets for potential early visitors

## PHASE 3

- Create press opportunities, live and virtual through interviews, virtual and on-site tours
- Begin outreach to the U.S., U.K and other European media markets aligned to priorities for fundraising and early travel

## PHASE 4

- Build demand for tourism by leveraging existing product
- Harness reopening of Jordan to elevate plans for the site
- Produce long-lead broadcast stories
- Work with destination management companies to develop existing offering to drive word of mouth/anticipation off the back of imminent traveler visits



## Earned Media



We will conduct media outreach on the following topics: U.S. board announcement, development goals, site planning/mock-ups with a public timeline released. FINN will also replicate for UK, Germany and other countries.

UK Media	U.S. Media	Philanthropy	Travel + Culture	Faith-based



# Telling the Right Story

## *Steady Drumbeat*

Our goal will be to create a regular stream of content for travel, culture, philanthropy and faith-based media. As a part of the storytelling strategy, we will cultivate strong relationships with influential journalists to help ensure informed, thoughtful coverage. It is important to conduct consistent outreach to reporters who will set the tone of the story early. It is essential that these journalists understand the complexities of the project.

Targeted media outreach, including:

- Jane Araff - NYT
- Melanie Lidman - National Catholic Reporter
- Jason Casper - Christianity Today
- Steve Hendrix - Washington Post
- Sodaba Haidare - Global Religion Reporter, BBC
- Bruce Clark - Economist
- Kaya Burgess - The Times
- Daniel Harrill - Christian Today Europe







**Phase 3:**  
**Create connections.**  
**Create demand.**

January 2022 - July 2022

**Communications Plan**

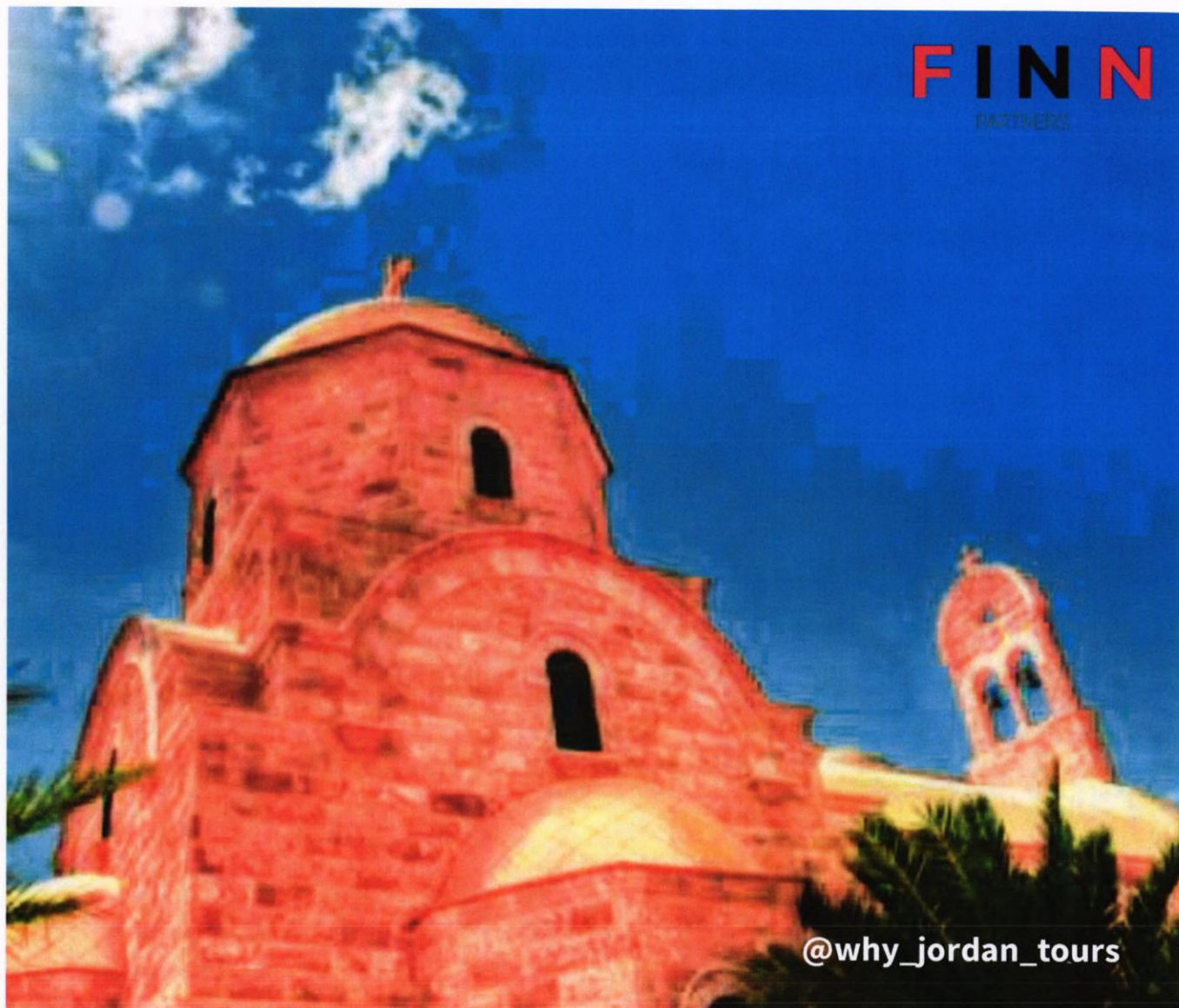
- Content Creation
- Building the Network
- Virtual Events
- Specialized Onsite Events

## Content Creation

The early phases of our work together will require the development of communications assets like imagery, collateral, materials, the website and social platforms. Moving into this phase will focus on content creation that serves to tell the story of Bethany Beyond the Jordan in unparalleled ways.

Our approaches may include content such as:

- Short-form articles
- Web content
- Social media photo essays
- Traveler testimonials
- Re-enactment videos
- Micro-documentary







## **Building the Network. Building Connections.**

Developing a third party outreach program will build ties with key organizations and leaders that can serve as amplifiers, partners, allies and supporters. At the same time, it will be essential to connect with key travel product companies and organizations to generate tourism to the Baptism Site.

### **Faith Communities**

Build relationships that strengthen ties with religious influencers and organizations.

### **Public Affairs**

Leverage FINN's worldwide presence, particularly FINN's Israel office, to facilitate a collaborative approach.

### **Private Sector**

Travel trade space, advisors and tour operators, holy land and biblical tours. Spiritual tourism. Academic travel network (eg. Smithsonian, National Geographic Tours).

**Build the “Bethany on the Jordan 100” that maps key relationships and how to provide a tactical plan to reach and engage these key stakeholders.**

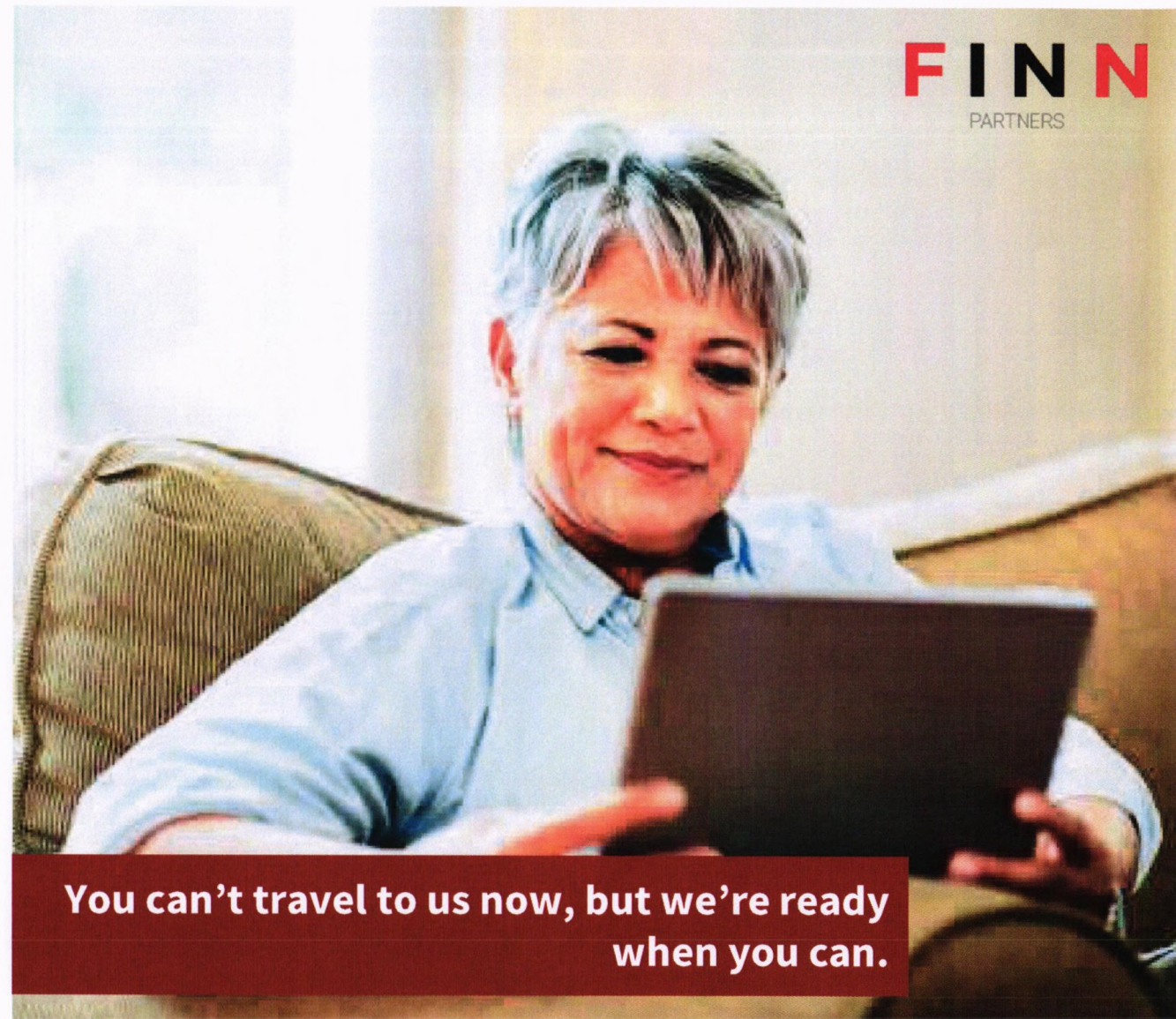


## Virtual Events

Many travelers are not yet able or confident to travel outside of their native countries but are actively planning which “bucket list” destinations they will prioritize when they can travel again.

A series of virtual events can help capture their attention and position Bethany Beyond the Jordan as a list topper. Planning for:

- Virtual tours with historical scholars
- Livestreams with Jordanian celebrities about cultural significance
- Online study with religious scholars about the interfaith significance





## Specialized On-site Events

In addition, FINN recommends hosting a series of special events throughout the development of the site to bring world leaders, scholars and influencers together to experience the sacredness of Bethany Beyond the Jordan and to help generate awareness and build educational understanding of the historical significance and excitement for its future.

- Interfaith vespers with major monotheistic leaders
- Interfaith concert live streamed worldwide
- Bethany Beyond the Jordan poetry contest
- Lenten overnight reflection experience
- Prophets and martyrs immersion



### **Interfaith Vespers with Faith Leaders**

As part of the official groundbreaking on the development, gather major leaders from each monotheistic faith to gather for an evening reflection service and provide a blessing to the grounds, as well as those working on the project and those who will visit. Invite social influencers, key leaders, Jordanian community leaders and the media to participate.



**Phase 4:**  
**Maintain momentum.**

July 2022 and onward

**Communications Plan**

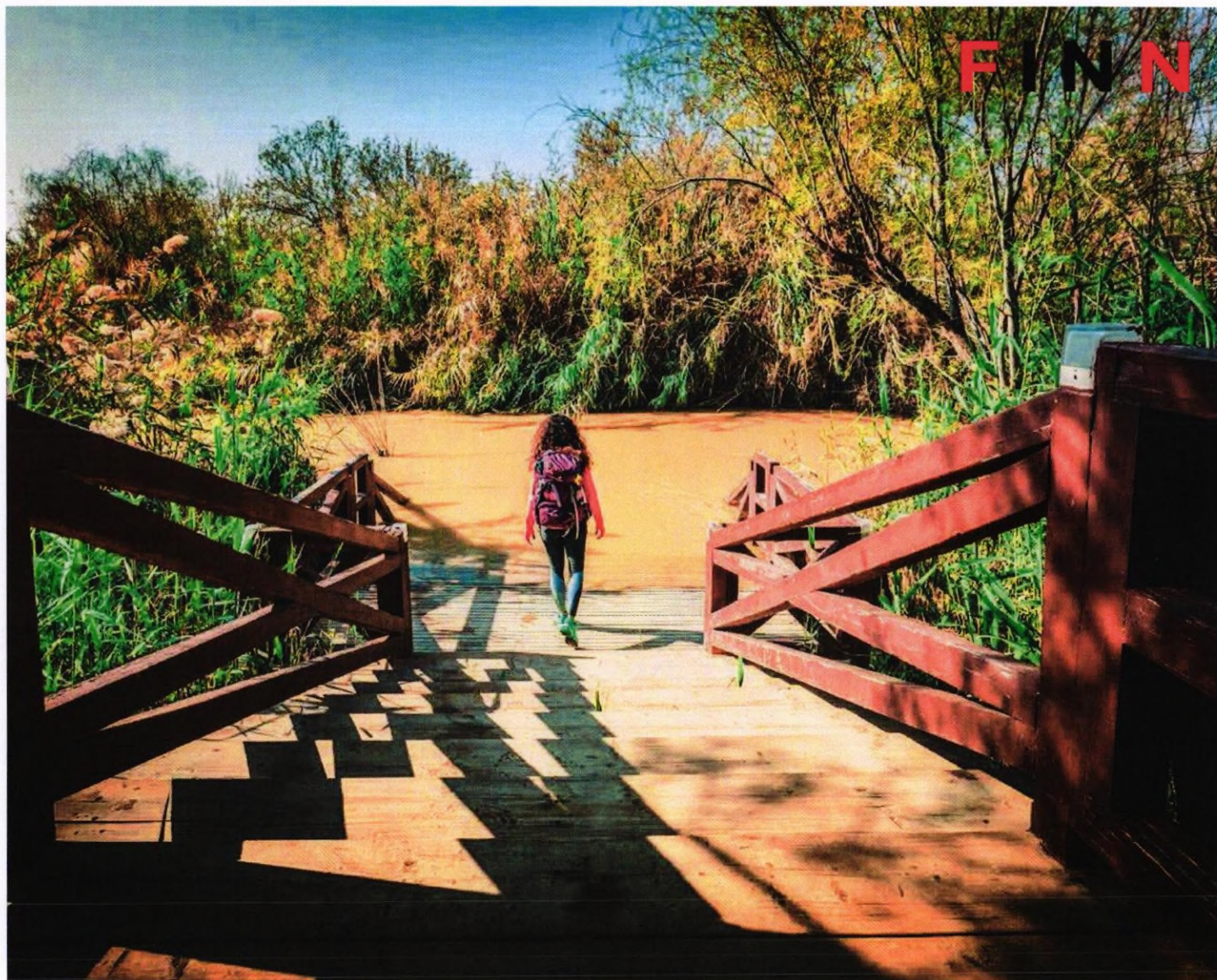
- Continued Activation
- Measurement and Evaluation
- Lessons and Planning



## Continued Activation

Because we do not want to pause and lose momentum, FINN will continue the initial activations through phase four. These include:

- Asset development
- Content creation
- Media outreach
- Social media promotion
- Website enhancements
- Capital campaign communications support





# Measure & Evaluate

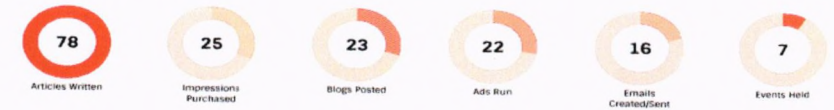
FINN approaches the measurement framework design in four main stages: benchmark establishment; selection of tool for data collection; data presentation; and actionable insights.

Here, we would leverage benchmarks established at the foundational research stage to assess the impact of communications strategies. Some of the metrics we would track within this are highlighted in our measurement framework opposite.

We will focus on the presentation of the metrics we get from the tools and datasets in formats, frequency, and environments that makes the best sense for the Baptism Site and key stakeholders - whether that be executive summaries for leadership or fully interactive dashboards for day-to-day team members.

We continually have a pulse on the data to develop actionable insights and optimize efforts - from incorporating a social trend into media outreach to engaging with a new influencer.

## ACTIVITY



## AWARENESS



## ENGAGEMENT



## SENTIMENT



## ADVOCACY





## Lessons & Planning

As we move into phase four, we will regroup on the research, insights and other progress made from the initial work and start to plan for the longer-term implementation of the strategic communications plan.

We will host a two day workshop focused on sharing key learnings, conducting SWOT and PEST analysis to determine where we need to adjust or prepare for the unexpected and changing landscape, and formalize our next two-three year plan for promotion.

From this, the team will create the next iteration of the communication plan, as we work together to shepherd the important project.





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**THANK YOU FROM THE FINN TEAM**

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**Annex (2)**

**‘Website Proposal for Bethany Beyond the Jordan  
Baptism Site Development Zone Project’**

# **Website Proposal for Bethany Beyond the Jordan Baptism Site Development Zone Project**





# Introduction

FINN Digital is a full service communications and digital agency. We engage with our clients beyond the conventional design and development agency relationship, becoming a partner to the people and organizations we work with. Working closely with the Baptism Site Commission, as well as the FINN Communications team, we envision a seamless partnership delivering a website that will serve the many needs and audiences of this project.

Our experts are both strategic and creative, and we work closely with brands from around the world to build immersive digital experiences. It is our mission to create digital platforms and online campaigns that are not only innovative and market leading but, importantly, deliver commercial success.

Our digital team is diverse group of professionals, each with a passion and an expertise his or her own. All with a vision that puts our clients first by expertly crafting bolder, bigger and more memorable experiences. This will be essential for this important project as you seek to create a digital footprint for both this historic and spiritual site, as well as for what is to come.

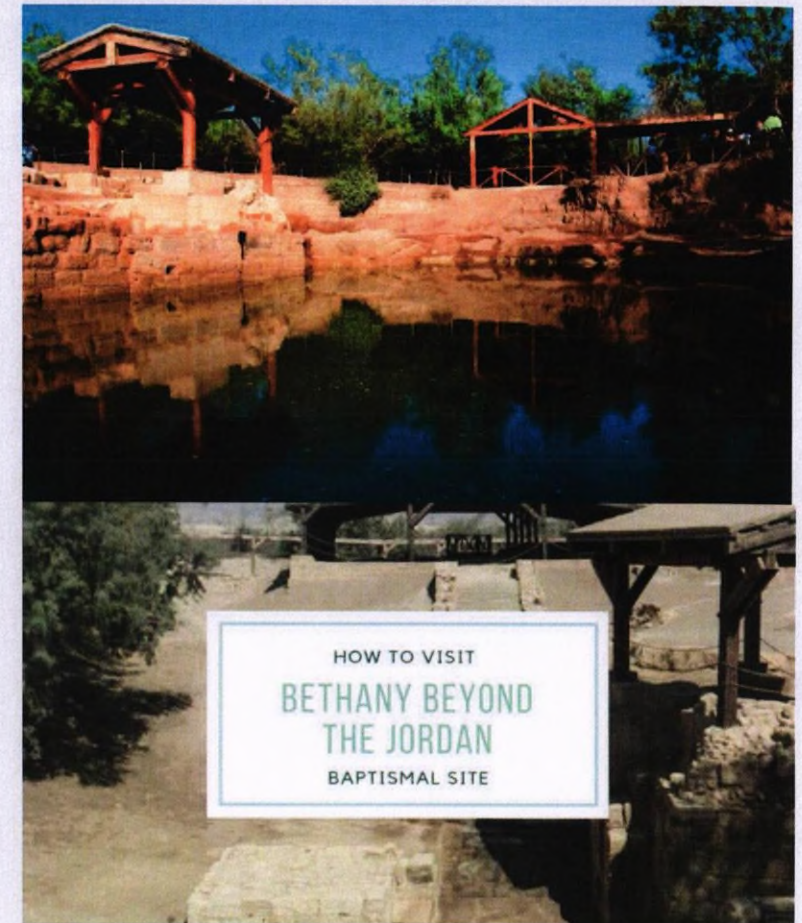




# Project objectives

The Bethany Beyond the Jordan Website will:

- ✓ Promote the world's leading spiritual pilgrimage location
- ✓ Create an unparalleled storytelling experience
- ✓ Highlight key cultural and historical aspects
- ✓ Present informative and authentic details
- ✓ Be a source of educational information for visitors
- ✓ Attract tourists and give key travel information
- ✓ Ensure fundraising is part of the consideration





## YOUR CORE **FINN** DIGITAL TEAM



### ALEXIS PRATSIDES

Over 20 years experience building successful digital products and leading systems integration projects. Alexis provides strategic counsel to clients on multi-channel digital campaigns.

### LEE BAILLIE

Lee has 15 years of experience at the forefront of UX design across all device types, spearheading the development and implementation of award-winning digital campaigns for clients across industries.

### CHRIS SMITH

Chris has vast experience in complex systems integrations and highly functional websites.

### CAITLIN BROGAN

Caitlin oversees the operational and delivery side of the projects and will be your primary point of contact.



# WORKING TOGETHER



FINN



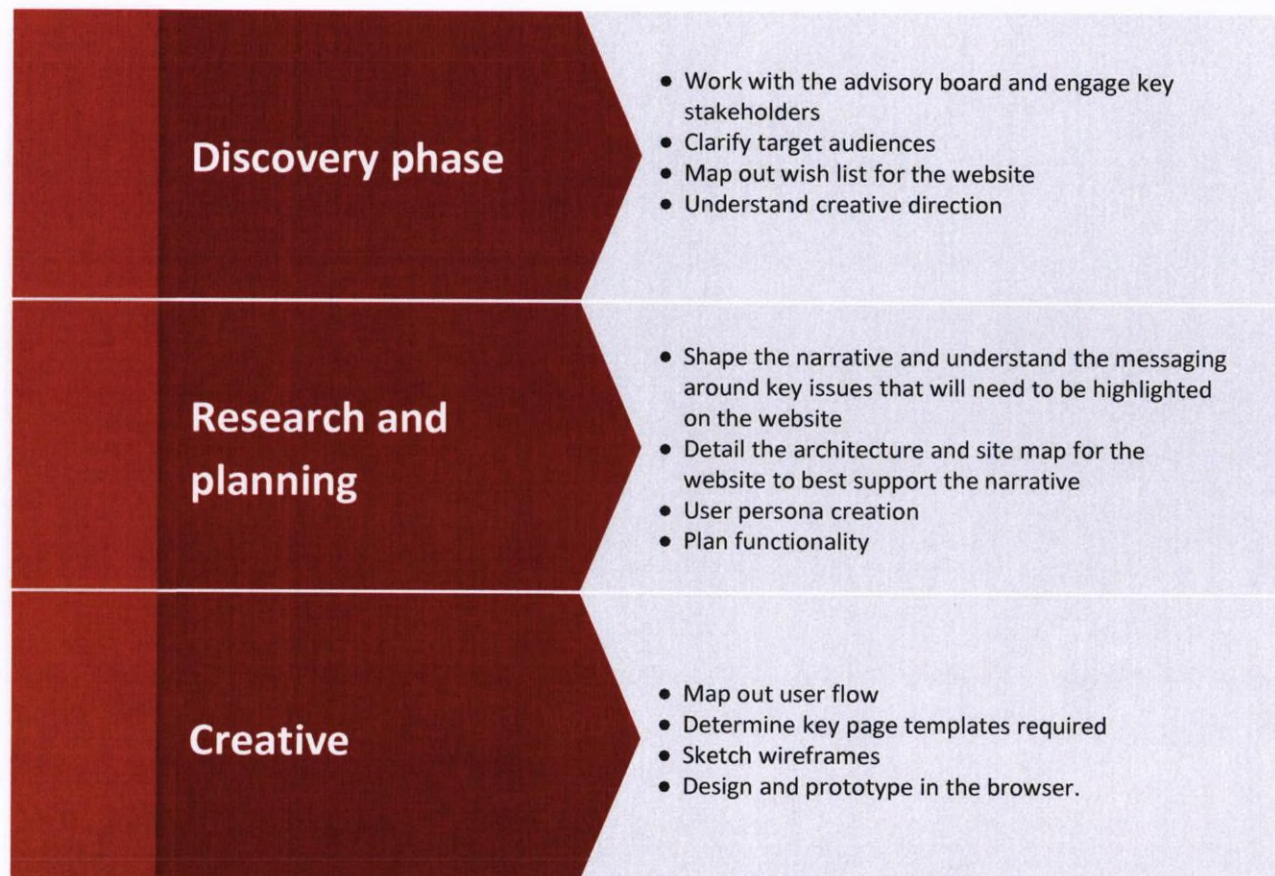
# PROJECT PHASES

It is our recommendation is that we split the project into the following well defined project phases to ensure project success.

- Phase 1** Discovery session
- Phase 2** Research and planning
- Phase 3** Creative work
- Phase 4** Technical implementation
- Phase 5** Go live

The discovery phase will allow us to uncover the finer project detail which we can then feed into the project research planning phase. Once complete, creative work can commence, followed swiftly by the technical development work.

# PHASE DETAIL





## PROJECT OPTIONS

There are three distinct levels of website scale that can be rolled out for this project. We have described these as **Fundamental**, **Complete** and **Comprehensive**.



### Fundamental

The 1<sup>st</sup> step to get the new website up and running with a solid narrative, and detailed information on the site and the project.



### Complete

In addition, in this option we will add new **fundraising** functionality and improve visitor experience to make the site more informative and interactive.



### Comprehensive

Even more functionality and tools for users of all ages, along with interactive campaign driven microsites

## **Fundamental: site development**

- Complete site build using modern WordPress using a custom developed theme
- Core site elements designed
- Key pages fully designed as a guide for the rest of the site
- Key functionality included
- Mobile first build



## Complete: site development

- Complete build using modern WordPress using a custom developed theme
- Complete site UI & UX integration
- All templates fully designed
- Extensive SEO optimizations
- Mobile first build
- Functionality included
  - Dedicated fundraising section
  - Virtual tours
  - Campaign & search landing pages
  - Get in touch forms and calls to action

# Comprehensive site development

- Complete build using modern WordPress using a custom developed theme
- Complete site UI & UX integration
- All pages fully designed
- Extensive SEO optimizations
- Comprehensive dedicated fundraising section
- Mobile first build
- **New functionality included**
  - Virtual tours
  - Interactive maps and experiences
  - Campaign & search landing pages
  - Get in touch forms and calls to action
  - Travel and trip planning tools
  - Dedicated children's area of the site, focusing on education



# OUR APPROACH

We recommend WordPress



## **User friendly**

It's a complete, easy-to-use CMS that you may already be familiar with



## **Futureproof**

Open-source framework with constant updates. In fact, 60% of CMS-powered sites use WordPress...and growing!



## **Cost effective**

It's simpler to build with and delivers a lot of functionality quickly, even for smaller budgets



## **Search engine optimization**

It's easy to implement SEO in WordPress, and updating is a breeze



## **Extensible**

Extending is much simpler than most other frameworks



## **Secure**

It has a community of tens of thousands, helping to improve security and provide timely, effective patches

# COMPANIES USING WORDPRESS

You're in great company



**TC** TechCrunch

**STAR  
WARS**



THE WALL STREET  
JOURNAL

TIME

THE  
NEW YORKER

The  
WALT DISNEY  
Company



**BBC**  
STUDIOS

FACEBOOK

**FINN**



# COMMERCIALS

## Fundamental website cost

Activity	Timing   Cost
Project planning and management	2 weeks
Website designs	1 week
Front-end development	3 weeks
CMS development	2 weeks
Content creation	2 weeks
Quality control	2 weeks
<b>Total cost</b>	<b>£33,000</b>

## Complete website cost

Activity	Cost
Project planning and management	3 weeks
Website designs	3 weeks
Front-end development	4 weeks
CMS development	3 weeks
Content creation	2 weeks
Functionality development	1 week
SEO optimisation	1 week
Quality control	2 weeks
<b>Total cost</b>	<b>£55,000</b>

## Comprehensive website cost

Activity	Cost
Project planning and management	4 weeks
Website designs	5 weeks
Front-end development	5 weeks
CMS development	3 weeks
Payment integration	1 week
Functionality development	3 weeks
New area creation	3 weeks
SEO optimisation	1 week
Quality control	3 weeks
<b>Total cost</b>	<b>£88,000</b>

**i** Quoted prices exclude VAT.

# COMMERCIALS

## Optional costs

Item	Cost
Hosting	From £2,000/year
SEO audit	£8,000
Monthly SEO	£5,000/month

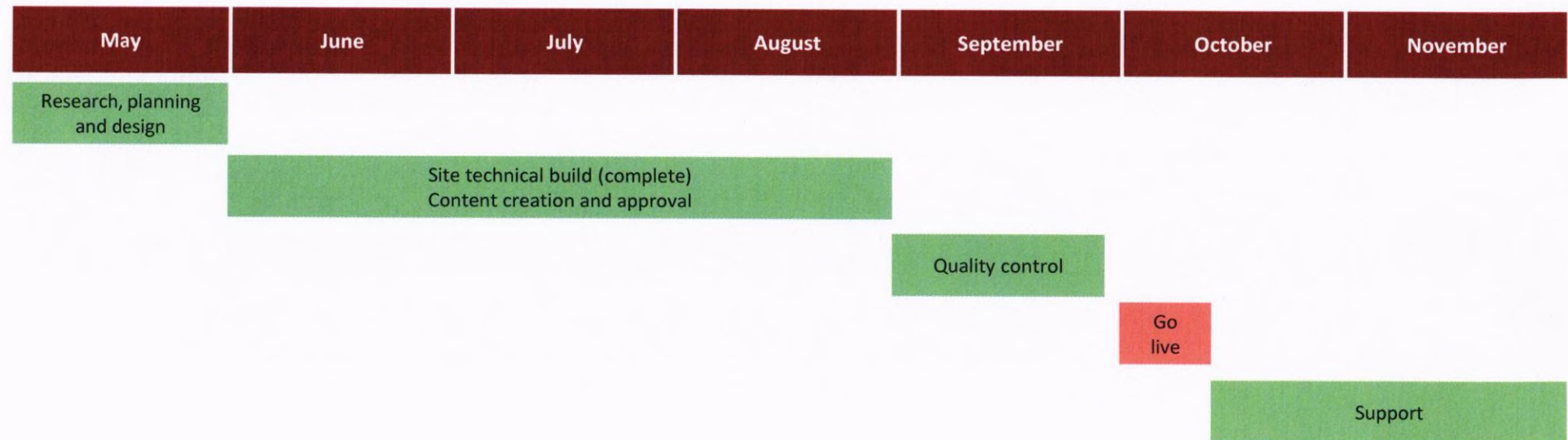
## Monthly support costs

Item	Cost
Design and development support	From £1,500 p/m

**i** Quoted prices exclude VAT.



## EXAMPLE PROJECT TIMELINE (COMPLETE OPTION)



## NEXT STEPS

- We recommend a **30-45 minute** meeting your team and with senior members of the FINN Digital team to discuss the 3 options mentioned in this document and agree an approach that works for you.
- We would also very much like to take the opportunity to explore creative ideas that the stakeholders have for the new website.
- Following this meeting, we can take all the feedback under consideration and we would be delighted to put together a **creative concept** which the team can present back to the project stakeholders.



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**LET'S WORK  
TOGETHER.**

**FINN**

**Annex (3)**  
**‘Project Fees Breakdown’**



PHASE ONE July-September			
Section Title	Bethany Beyond the Jordan Costs	Anticipated Hours	Deliverables
<b>Formative Research</b>			
Target audience and message research	\$45,000	65	Research on key audiences as requested; Research on messaging of peer sites
Message architecture	\$8,000	21	Message framework and guide
<b>Formative Research Subtotal</b>	<b>\$53,000</b>	<b>86</b>	
<b>Asset Mapping</b>			
Advisory Board preparation and workshop	\$4,000	17	Workshop with full advisory board and/or U.S. foundation board
Advisory Board asset activation strategy	\$8,000	35	Report and activation strategy with asks for each advisory board member that are aligned the long-term communications and marketing strategy
<b>Asset Mapping Subtotal</b>	<b>\$12,000</b>	<b>52</b>	
<b>Strategic Development Support</b>			
Communications material development	\$10,000	43	Collateral materials as determined by team
Brand essence development	\$5,000	21	Bethany Beyond the Jordan brand strategy and guidelines
Website content	\$5,000	21	Written content for initial website
Board guidance and recommendations	\$1,000	5	Support and counsel on board recruitment and communications
<b>Strategic Development Support Total</b>	<b>\$21,000</b>	<b>90</b>	
<b>Issue Management Planning</b>			
Issue Management planning research and landscape analysis	\$2,000	8	scenario planning recommendations
Playbook development	\$2,000	8	Scenario protocol guide
<b>Issue Management Planning Subtotal</b>	<b>\$4,000</b>	<b>16</b>	
<b>Project Management</b>			
Calls with Communications Committee	\$3,500	15	Agendas and call notes with action items and assignments
Ongoing strategic counsel	\$4,500	19	Counsel as needed via calls or meetings
Development and maintenance of trackers, tools and other resources	\$1,500	6	Media tracker and other items as identified by team
<b>Project Management Subtotal</b>	<b>\$9,500</b>	<b>40</b>	
<b>Total for Phase One</b>	<b>\$99,500</b>	<b>284</b>	



PHASE TWO September-December			
Section Title	Bethany Beyond the Jordan Costs	Anticipated Hours	Deliverables
<b>Asset Development</b>			
Photography	\$15,000	65	Initial imagery of current site and additional locations around Jordan
Videography	\$30,000	130	Initial video for fundraising and website needs
Site Renderings	\$3,000	13	Rendering of proposed site
Collateral materials	\$7,500	32	Items as determined by client need or recommended for communications strategy
<b>Asset Development Subtotal</b>	<b>\$55,500</b>	<b>240</b>	
<b>Content Development</b>			
Website Content	\$10,000	43	Ongoing written content and graphics for the website
Social Media channel creation and content population	\$10,000	43	Creation of initial social platforms for Bethany Beyond the Jordan. Population of written content and imagery with initial visual assets
<b>Content Development Subtotal</b>	<b>\$20,000</b>	<b>86</b>	
<b>Earned Media</b>			
Media relations support and monitoring	\$4,000	17	Real-time media alerts, coverage report, coordination of interviews and background materials for interviews
Media relations strategy	\$5,000	22	Proactive and reactive media strategy plan to implement in phase 3 and ongoing
Editorial calendar creation	\$3,000	13	Year-long monthly storytelling calendar that maps key messages, content and media outreach to all project-related platforms and potential news milestones
<b>Earned Media Subtotal</b>	<b>\$12,000</b>	<b>52</b>	
<b>Event Strategy</b>			
Onsite event strategy	\$2,000	8	Recommendations for on-site events to support promotion of fundraising and near-term tourism
Virtual event strategy	\$2,500	10	Recommendations for virtual events to support education about the site, promotion of early tourism and support of fundraising strategy
<b>Event Subtotal</b>	<b>\$4,500</b>	<b>18</b>	
<b>Project Management</b>			
Calls with Communications Committee	\$4,000	15	Agendas and call notes with action items and assignments
Ongoing strategic counsel	\$4,500	20	Counsel as needed via calls or meetings
<b>Project Management Subtotal</b>	<b>\$8,500</b>	<b>35</b>	
<b>Total for Phase One</b>	<b>\$100,500</b>	<b>431</b>	